

LIFE

BEGINNING
IN THIS
ISSUE

The Second Volume of
**WINSTON
CHURCHILL'S
WAR MEMOIRS**
"Their Finest Hour"

FEBRUARY 7, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

How to get the MOST out of a small kitchen

Kelvinator's Efficiency Appliances give you "loads" more food storage, save you hours of time and hundreds of steps each day.



Here, in less than a third of the space occupied by Grandmother's rambling kitchen, the modern Kelvinator home stores unbelievable quantities of foods, saves time, steps and money, and brings convenience and efficiency simply unheard of even a short time ago. That's what you get with

Kelvinator's family of Masterpiece refrigerators, electric ranges and home freezers. Engineered by kitchen experts to make work easier . . . meals simply out of this world! See these amazing values now at your Kelvinator dealer's! You'll find his name in your Classified Phone Book.

GET MORE . . .

Get **Kelvinator**

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN



YOU NEVER SAW SUCH ROOM

The new Kelvinator is cold *clear to the floor* . . . with worlds more refrigerated space for your foods! Look at that big Cold-Mist Freshener . . . where super-moist cold keeps garden greens, salads, leftovers fresh for days! There's a big 50-lb. Frozen Food Chest. Abundant shelf room. At the bottom, *bonus* cold space in the refrigerated Fruit Freshener. Yes! Kelvinator gives you 8½ cu. ft. within the shelf area plus 1½ extra cu. ft. of cold space in the Fruit Freshener zone!



YOU'RE FREE AFTERNOONS

while the meal cooks itself. Set your Kelvinator "Automatic Cook" Electric Range and go gallivanting . . . come home to a dinner piping hot, ready to serve. There's a big broiler-oven. A new "Up-Down" unit that's a deep-well cooker or a fourth surface unit. Two utility drawers and a special warmer drawer glide on roller bearings. Made for better cooking . . . easier living!

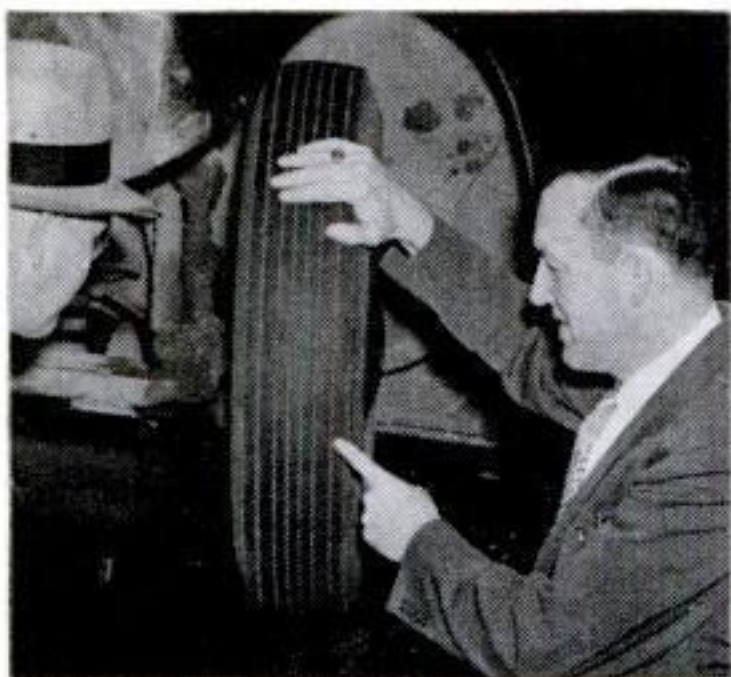


YOU WILL SAVE REAL DOLLARS

every week on food costs, as Kelvinator Home Freezer owners do. Enjoy infinite variety in meals. Buy foods in quantity at savings; speed-freeze them at home. Freeze your own garden produce, fish and wild game. Bake in batches—serve "planned-overs" weeks later! Freeze foods for parties, for lunch boxes. Feast your family . . . save yourself store trips . . . and money!



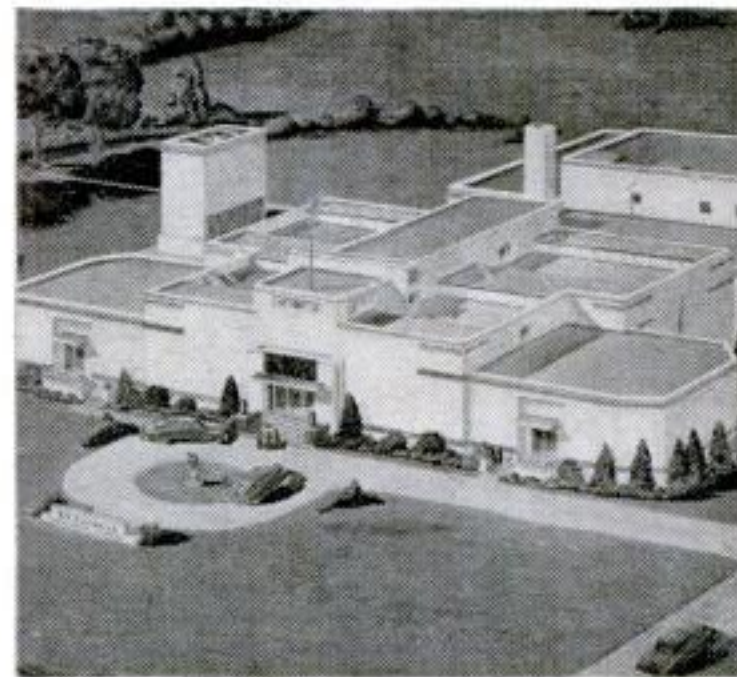
1. MORE MILES! After 26,007 miles of hard service, this B. F. Goodrich Silvertown still has "plenty of good tread left", writes Dr. H. C. Baumann of Pottstown, Pa. The BFG tread lasts longer because it's wider, more level. Greater contact with the road surface means slower, more even wear.



2. MORE SAFETY! T. F. Clifford of Westfield, Mass., has driven "a total of 44,000 miles" on one set of BFG Silvertowns. All safe miles, too—thanks to the stronger tire body that resists bruises and blowouts, and the road-hugging tread that resists skids.



3. MORE COMFORT! "Truly remarkable service," writes W. T. Sherrin of Greenwich, N. Y., who has driven his B. F. Goodrich Silvertowns 43,519 miles. That remarkable service includes *more comfort*, proved by riding tests that show BFG tires ride smoother than other regular tires.



4. MORE TIRE FOR YOUR MONEY! B. F. Goodrich research—which has produced practically every major improvement in tires—keeps BFG tires ahead of the times. And that research is now backed by the great, new B. F. Goodrich Research Center—industry's most complete scientific workshop.

Users get more miles because Research Keeps

B.F. Goodrich

First in Rubber



B. F. G. MUD-SNOW
Best traction

B. F. G. SILVERTOWN
Lowest cost per mile

B. F. G. EXTRA-CUSHION
Easiest riding

PREMIUM SILVERTOWN
Highest quality

B.F. Goodrich
FIRST IN RUBBER

This One
ETWG-169-QGP3

Simple Sigh-man

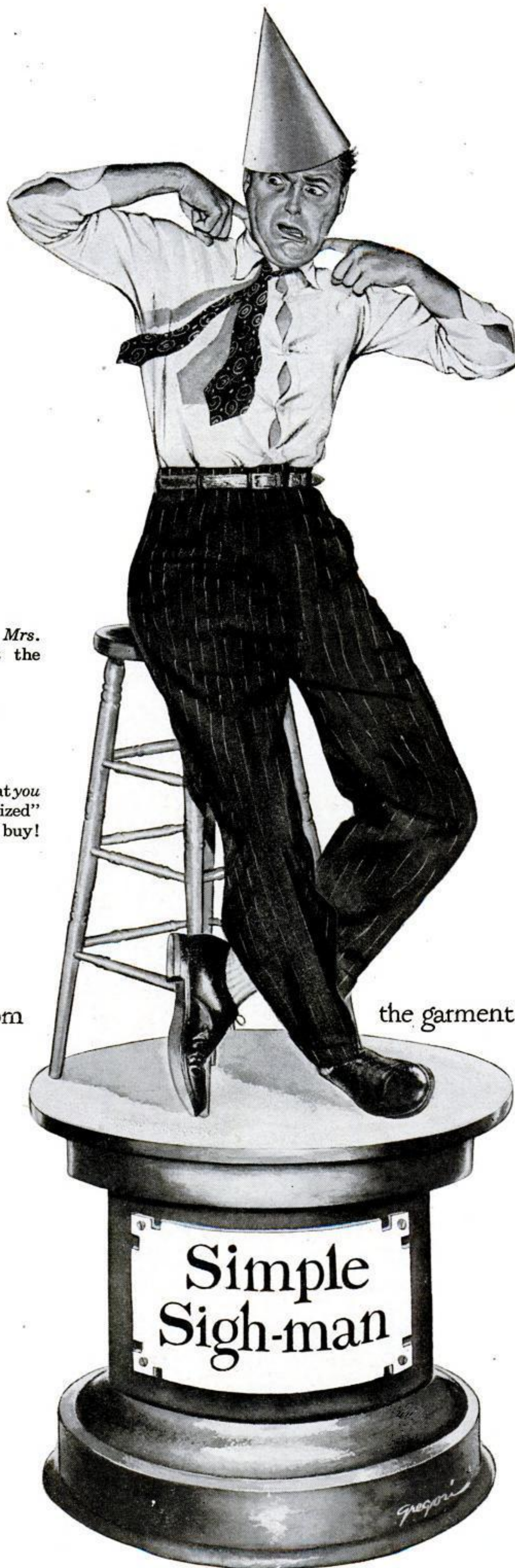
Poor Simon! It wasn't your fault. It was Mrs. Simon who bought the shirt without the "Sanforized" trademark.

How could she — how could ANYBODY — forget to look for "Sanforized" — the word that says: "This garment will NEVER shrink out of fit."

This is just to remind you, Dear Reader, that you must NEVER forget to look for "Sanforized" on the label of every cotton garment you buy! Never! Never! NEVER!

The comfort never shrinks away from

the garment with "Sanforized" on the label.



• **SANFORIZED** •
TRADE © MARK

Cluett, Peabody & Co., Inc. permits use of its trademark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trademark "Sanforized" will not shrink more than 1% by the Government's standard test.

Which ~~one~~ TWO of these Best-Sellers do you want..

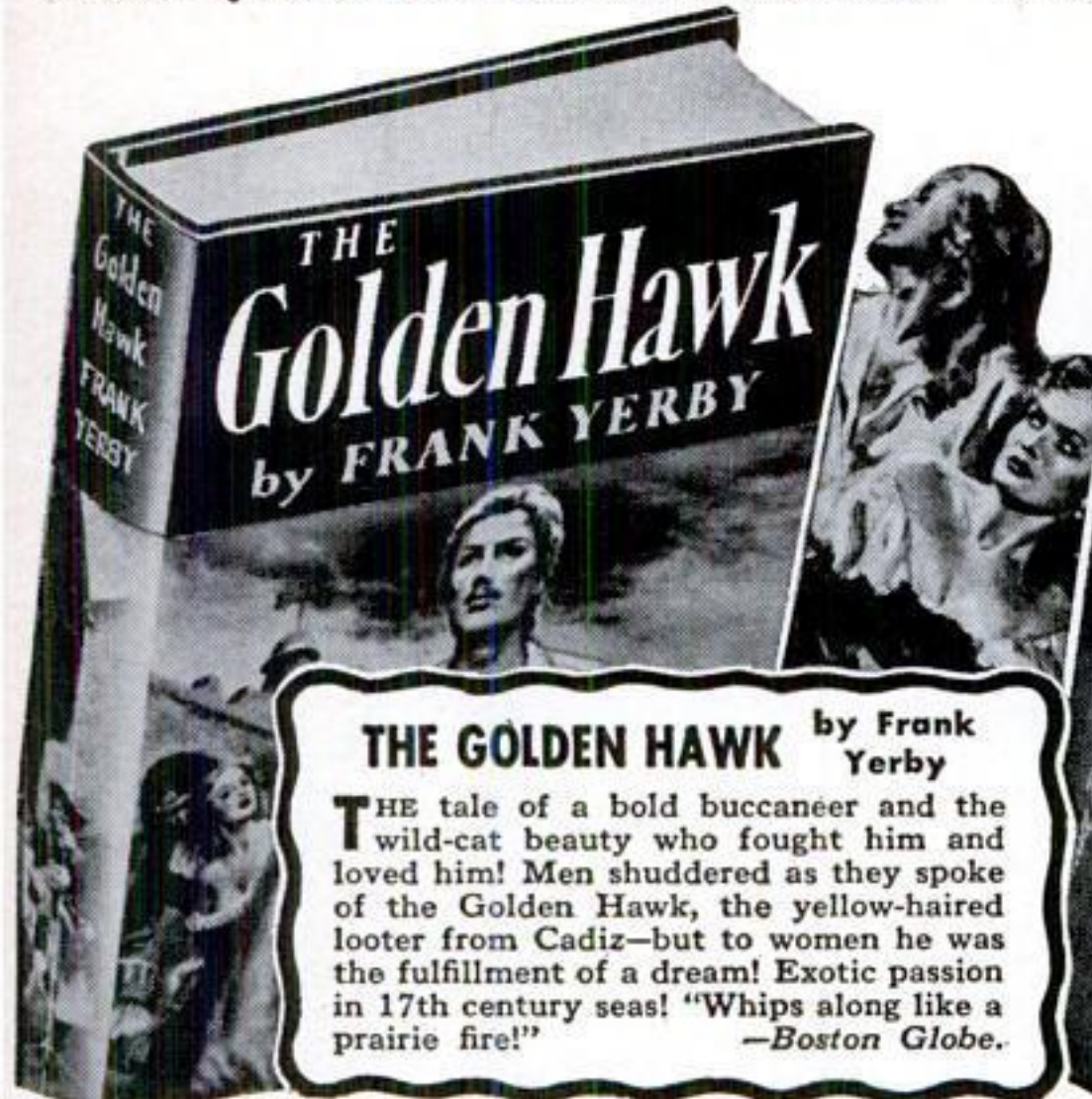
Most Sensational Offer in Dollar Book Club History!

for just a 3¢ stamp!

WITH DOLLAR BOOK CLUB MEMBERSHIP

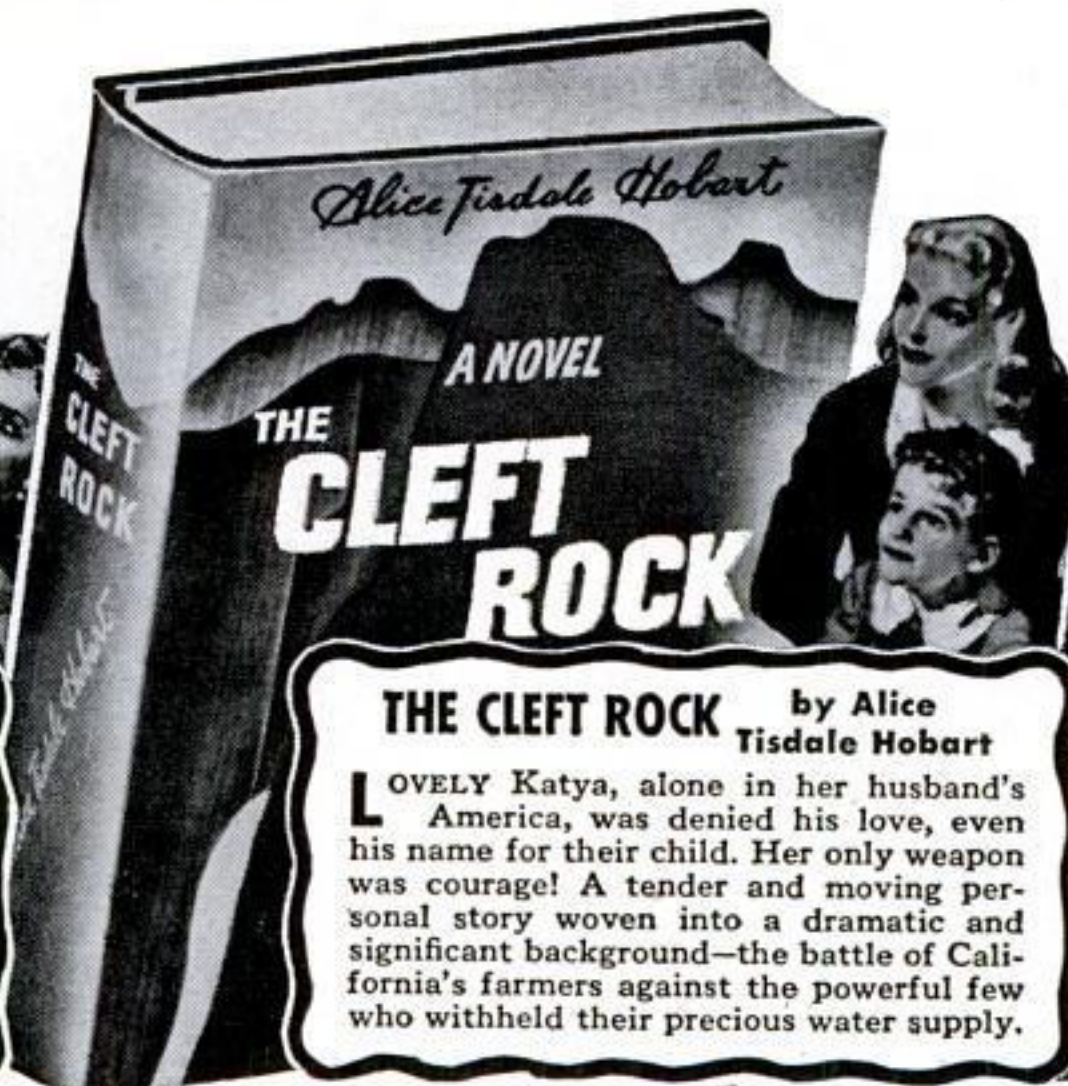
YES, by joining the Dollar Book Club now, you may have your choice of any TWO of the books described here for just a 3-cent stamp! And—as a new member—you may choose as many more as you wish for your current selections at only \$1.00 each. These best-sellers are typical of the books received by Dollar Book Club members. Member-

ship regularly offers you popular current novels for only \$1.00 each—a saving of 60% to 75% from the established retail prices of the same books in the publishers' editions. Accept this offer now! Name the TWO books you want for just a 3-cent stamp, on the membership form below and mail it today to the Dollar Book Club!



THE GOLDEN HAWK by Frank Yerby

THE tale of a bold buccaneer and the wild-cat beauty who fought him and loved him! Men shuddered as they spoke of the Golden Hawk, the yellow-haired looter from Cadiz—but to women he was the fulfillment of a dream! Exotic passion in 17th century seas! "Whips along like a prairie fire!" —*Boston Globe*.



THE CLEFT ROCK by Alice Tisdale Hobart

LOVELY Katya, alone in her husband's America, was denied his love, even his name for their child. Her only weapon was courage! A tender and moving personal story woven into a dramatic and significant background—the battle of California's farmers against the powerful few who withheld their precious water supply.



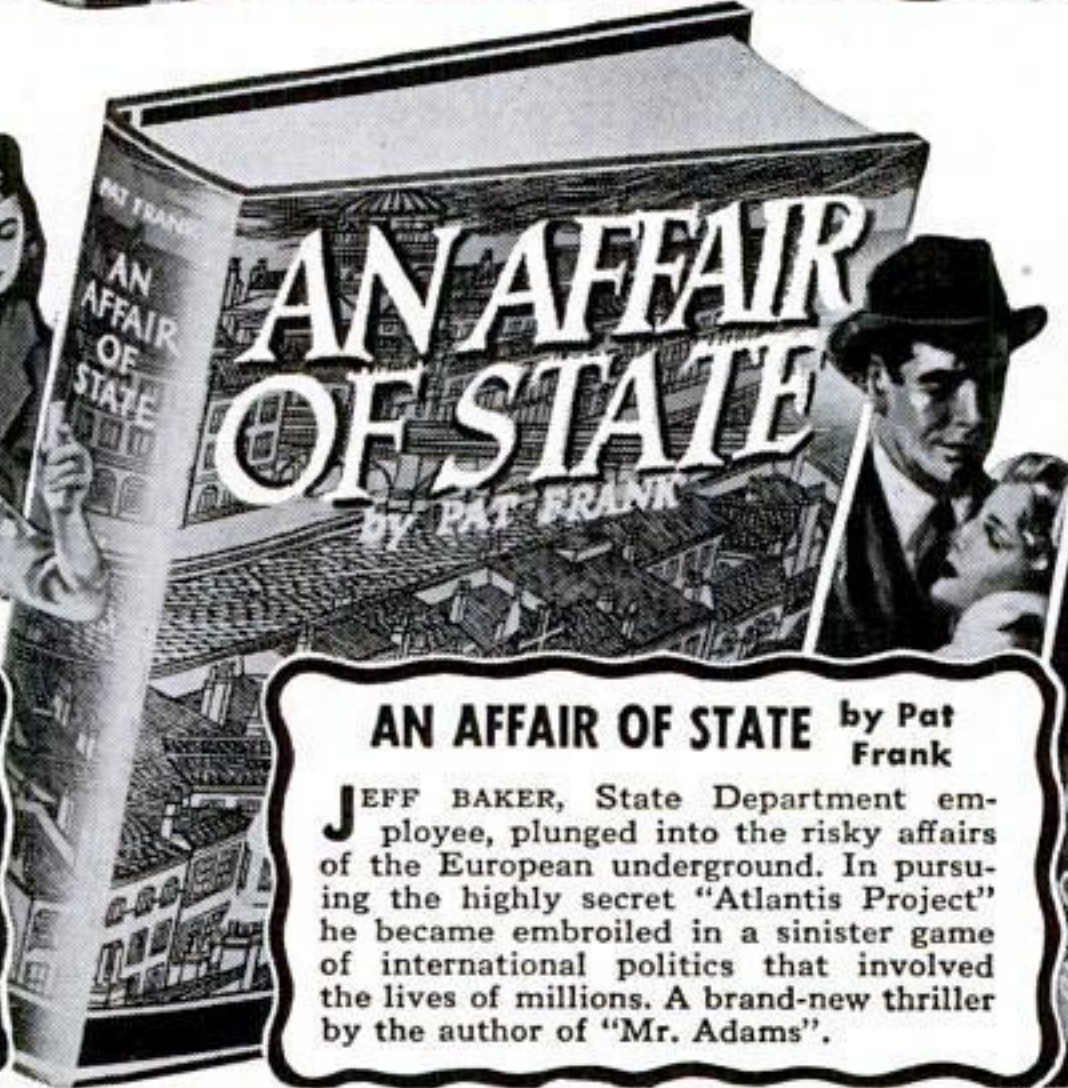
THE QUEEN'S PHYSICIAN by Edgar Maass

WAS she really sick . . . or did this beautiful and flirtatious young queen of Denmark just want to be alone with the handsome new court physician? You'll thrill to this incident-packed story of a passion that raised a commoner to power over a kingdom! Here is true history as as lively and exciting as *Forever Amber*!



SHANNON'S WAY By A. J. Cronin

HE was young Dr. Shannon, the brilliant research scientist; she was Jean Law, one of his students. What happened when they fell in love? Says Dr. Cronin of his fascinating new best-seller: "I am inclined to give *Shannon's Way* precedence over *The Keys of the Kingdom*, *The Citadel*, *The Green Years*."



AN AFFAIR OF STATE by Pat Frank

JEFF BAKER, State Department employee, plunged into the risky affairs of the European underground. In pursuing the highly secret "Atlantis Project" he became embroiled in a sinister game of international politics that involved the lives of millions. A brand-new thriller by the author of "Mr. Adams".



THE SCARLET COCKEREL by Gerald Lagard

THE whole Union Army hunted this Confederate doctor turned guerilla chief who, as the Scarlet Cockerel, swooped down behind Federal lines leaving havoc in his wake! No Yankee was a match for him until he succumbed to the kisses of a ravishing Washington heiress whose father had sworn to get him!

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NO other book club brings you popular current books by famous authors for only \$1.00 each. You save 60 to 75 per cent from regular retail prices of the publishers' editions!

Yet your membership in the Dollar Book Club requires no dues of any kind. You do not even have to take a book every month; the purchase of as few as six books a year fulfills your membership requirement. In fact, for convenience, members prefer to have their books shipped and pay for them every other month.

Nearly a Million Members Save This Way!

Think of it! With book-manufacturing costs at an all-time high; with most popular current fiction selling for \$2.75 and \$3.00 in the publishers' editions at retail, the Dollar Book Club continues to bring its members the cream of the books for only \$1.00 each!

DOUBLEDAY ONE DOLLAR BOOK CLUB, GARDEN CITY, NEW YORK

As Your Inducement for Joining Now:

Upon receipt of the attached coupon with a 3-cent stamp, you will be sent your choice of any TWO best-sellers above. You will also receive, as your first selection for \$1.00, the current best-selling novel now being distributed to members.

Every other month you will receive the Club's descriptive folder called *The Bulletin*. The Bulletin describes the forthcoming two months' book selections. It also reviews other popular titles available to members at only \$1.00 each. You purchase only the books you want!

SEND NO MONEY

Just Mail Coupon with Stamp

When you see the two books you have received for 3 cents—and your first \$1.00 selection; when you consider these are typical of the values you will continue to receive for \$1.00, you will be delighted to be a member.

YES—2 Books for 3c Stamp—to New Members MAIL THIS COUPON

Doubleday One Dollar Book Club, Dept. 2LM, Garden City, N.Y.

Please enroll me as a Dollar Book Club member and send me at once the following TWO books for the enclosed 3-cent stamp:

You may start my subscription with the current selection. With these books will come my first issue of the free descriptive folder called "The Bulletin" telling about the two new forthcoming one-dollar bargain book selections and several additional bargains which are offered at \$1.00* each to members only. I am to have the privilege of notifying you in advance if I do not wish either of the following months' selections and whether or not I wish to purchase any of the other bargains at the Special Club price of \$1.00 each. The choice of books is entirely voluntary on my part. I do not have to accept a book every month—only six during each year that I remain a member. I pay nothing except \$1.00 for each selection received plus a few cents shipping cost.

Mr. _____
Mrs. _____
Miss _____
Address _____
City and _____
Zone No. _____
Occupation _____
State _____
If under 21, _____
age, please _____
*Same Price in Canada: 105 Bond Street, Toronto 2.

Please Print

General Electric proudly announces...

More than



In the famous old "Monitor Top" model (at right) General Electric developed the sealed-in refrigerating system that has set an unsurpassed record for dependable performance. Shown above is the very latest General Electric model—the new 1949 Refrigerator-Home Freezer Combination. Your friendly General Electric retailer will be glad to show you the different models and sizes in General Electric's complete new 1949 line.



2 million in use 10 years or longer!

• If you are thinking of buying a refrigerator, the statement above has a significance for you far beyond the manufacturer's justifiable pride in a well-made product.

Your investment in *any* refrigerator is a major one . . . and here is assurance that you invest wisely when you choose a General Electric. For a refrigerator's *most important advantage*—one that cannot be demonstrated on the showroom floor—is *trustworthy service* . . . every minute of every day, for years and years to come.

No other refrigerator can excel General Electric's record for dependable, economical performance!

Read what users say:



"The reason for my writing this letter is to tell you about our electric refrigerator which we bought in 1931. We have never had anything repaired on it in the 17 years that we have had it. The General Electric Company really must take great care and use good materials in their products."

MRS. WILLIAM D. ZINK
141 West Oley St., Reading, Pa.

"A G-E Refrigerator has given 20 years of continuous and efficient service in three households—in the kitchens of a mother and two of her daughters as they became married—now back in mother's kitchen after an absence of fifteen years, where it is serving as well as it did when new in 1928.

"During all these years it has not cost any of the three families a single cent for service or repairs, except 95 cents for a new rubber door-sealing gasket."

HENRY B. GOODMAN
New London, Conn.

"I feel that the General Electric Company would like to know that I have had a General Electric Refrigerator for 20 years. It is in good condition and still running night and day. Maybe you would also like to know that it has never had a service call."

MRS. A. J. HETTRICK
Oswego, Ill.



"On June 10th, 1930 I purchased a General Electric Refrigerator. It has run continuously since then and is still going strong. It has never caused me one bit of trouble and the motor is as quiet as the day I bought it. I think this is a wonderful record and I wanted you to know about it. You may be sure I shall always buy General Electric products."

MRS. AGNES D. EY
West Warren, Mass.

"In April 1929, we bought one of the coil-type (Monitor Top) models and it has been running continuously for 19 years and so far we have not spent one cent on it."

MRS. HARRY W. WOMACK
Havana, Fla.



"We have a General Electric Refrigerator bought in 1926 . . . in constant use all these years. It has never been serviced. This is a record I think even General Electric can be proud of."

MRS. H. H. BADER
304 7th Ave., N.W., Puyallup, Wash.

"Seventeen years ago this month my husband presented me with a G-E refrigerator as a birthday gift. Since then, summer and winter, it has served us continuously and during all that time our only expense on it was a new gasket for the door."

MRS. W. H. (ROSA B.) FOSTER
Eureka, Ill.

The Basic Reason:

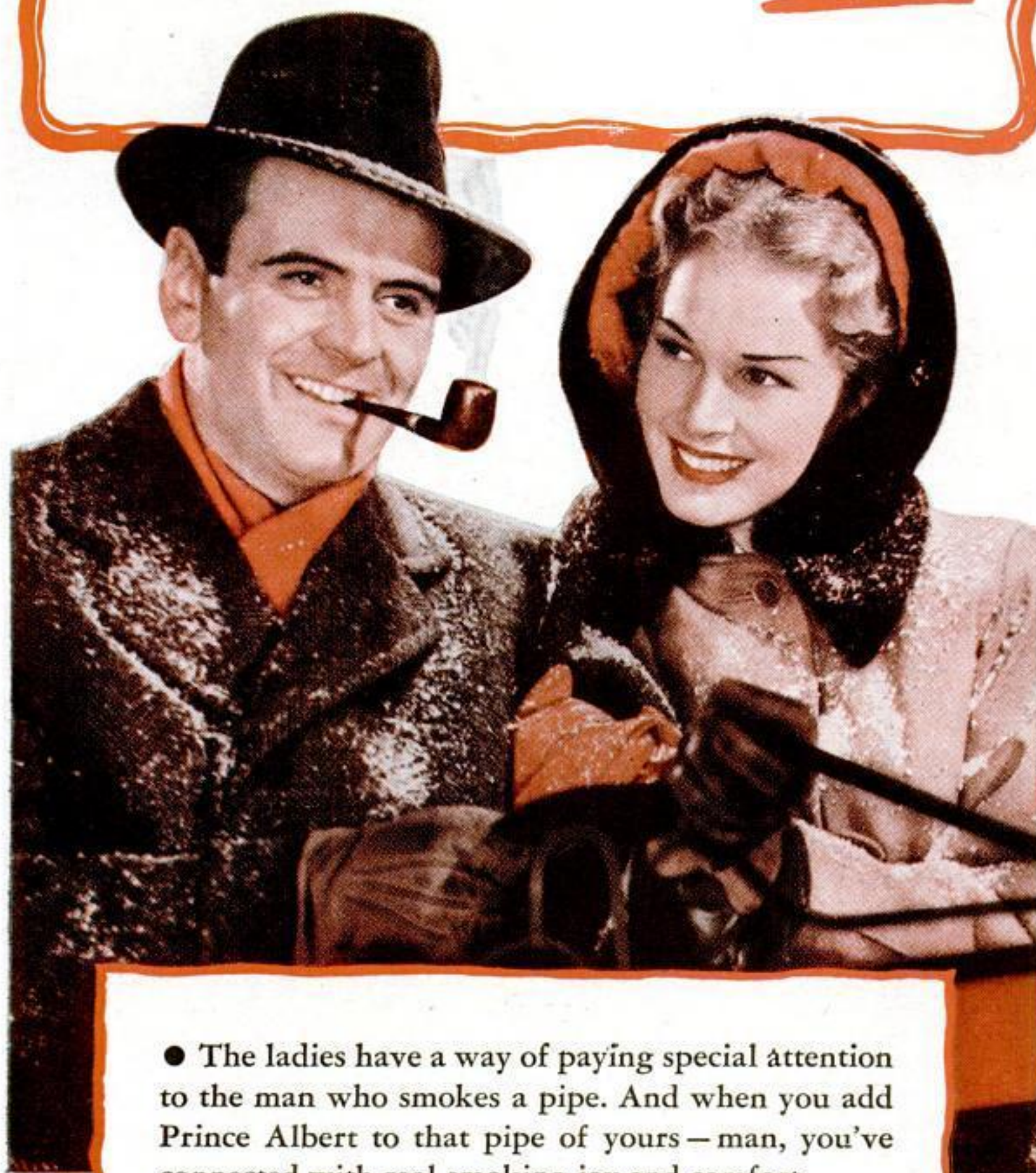
The basic reason for the long and faithful service record of General Electric Refrigerators lies in the famous G-E "sealed-in" refrigerating system. This type of oiltight, airtight system, developed by General Electric, is recognized as the greatest of all contributions to dependable, efficient, economical performance in household refrigerators. General Electric Company, Bridgeport 2, Connecticut.



**SPACE
MAKER Refrigerators**

GENERAL  ELECTRIC

*Her eyes seldom stray
from the man with P.A.**



● The ladies have a way of paying special attention to the man who smokes a pipe. And when you add Prince Albert to that pipe of yours — man, you've connected with real smoking joy and comfort.

P.A.* means *Pipe Appeal*
P.A. means *Prince Albert*

● When you buy that familiar red pocket tin of P.A., you've got the National Joy Smoke—America's largest-selling smoking tobacco. Choice, crimp cut tobacco specially treated to insure against tongue bite. It's a great day when you light up P.A.!

The NEW HUMIDOR TOP—locks OUT the air — locks IN the freshness and flavor.

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.



"YOU CAN'T BEAT P.A. FOR
'MAKIN'S'! ROLLS UP NEAT
AND FAST INTO A SWELL-
TASTING CIGARETTE!"

**The National
Joy Smoke**



LETTERS TO THE EDITORS

ROCKET TO THE MOON

Sirs:

Your article on the plausibility of future rocket travel to the moon (LIFE, Jan. 17) has come in the light of a heated argument now in process at the University of Chicago.

It all started about two weeks ago when two other students and I were discussing the possibility of rocket travel in space. The discussion was finally focused on the basic question: Can a rocket ship accelerate, decelerate or change direction in a void? Two of us took the affirmative and the other the negative. A nominal bet was made and the controversy started. Discussion groups arose spontaneously in the Coffee Shop, the bookstore, in the classrooms and wherever students gathered. Every analogy, from the releasing of the air from a balloon in a vacuum to diving off the rear of a rowboat in midspace, was offered but no agreement was reached. By the end of last week the argument boiled down to a disagreement as to the principle upon which a rocket works in the first place. Our opponents contend that a rocket is propelled by the force of the rocket's exhaust pushing against the air. Therefore if there is no atmosphere present to push against, there will be no motion. We who take the affirmative maintain that a rocket does not work on a push principle but rather on Newton's third law of motion, i.e., to every action there is an equal and opposite reaction. We also contend, on the basis of this law, therefore that a rocket will operate a great deal more efficiently in space than it would in the earth's atmosphere. Are we not correct?

DON MILLER

Chicago, Ill.

● Right on both counts. The rocket does operate according to Newton's third law, and it will be more efficient in space than in air.—ED.

Sirs:

It would seem to this rather surprised observer that LIFE's astronomy editor had better be shifted either to astrology or to the Flash Gordon syndicate.

He states (p. 67), "... A successful trip to the moon would mean that man was no longer bound to his own planet but would be free to visit other worlds and to explore the regions outside the boundaries of the solar system." Any amateur star gazer knows that a much greater force than the paltry 25,000 mph escape velocity of the earth is needed to pass beyond the sun's gravitational field.

THOMAS PERRY THORNTON

Haverford College
Haverford, Pa.

● An unlimited fuel supply, such as atomic energy might provide, would eliminate the problem of escape velocity.—ED.

Sirs:

The prospect of a rocket's reaching the moon in the near future may be good reading for pipe dreamers, but from a truly scientific point of view it, like the present anti-inflation program, is plainly pseudomorphous.

It is an elementary fact that any deviation from the absolute straight line, however slight, is actually part of a circle. It follows, therefore, that an object so directed will, in time, return to the point of departure.

CONTINUED ON PAGE 8

SURE, I GO FOR CHEWING FOOD!



Any dog likes to chew—a smart dog knows he needs to... especially crunchy MILK-BONE DOG BISCUIT! For it's this *chewing exercise* that helps keep teeth and gums healthy. And since MILK-BONE DOG BISCUIT provides important nutrients in concentrated form, it's economical to feed! Always oven-fresh and pure—easy to digest because it's baked. Make it a daily treat!



MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamins A, B₁, B₂, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.

NATIONAL BISCUIT COMPANY

CORN THROB? Don't Sob!



BLUE-JAY

with NUPERCINE*

GIVES GREATER RELIEF

Simply apply a BLUE-JAY Corn Plaster and enjoy carefree feet. Anesthetic Nupercaine, exclusive with BLUE-JAY, curbs surface pain! Gentle medication loosens hard "core"—just lift it out in a few days! No awkward bulk. Get BLUE-JAY...

"AMERICA'S LARGEST SELLING CORN PLASTER"



STAYS ON BECAUSE
IT WRAPS ON

*Reg. U.S. Pat. Off.
Ciba's Brand of Dibucaine

(BAUER & BLACK)

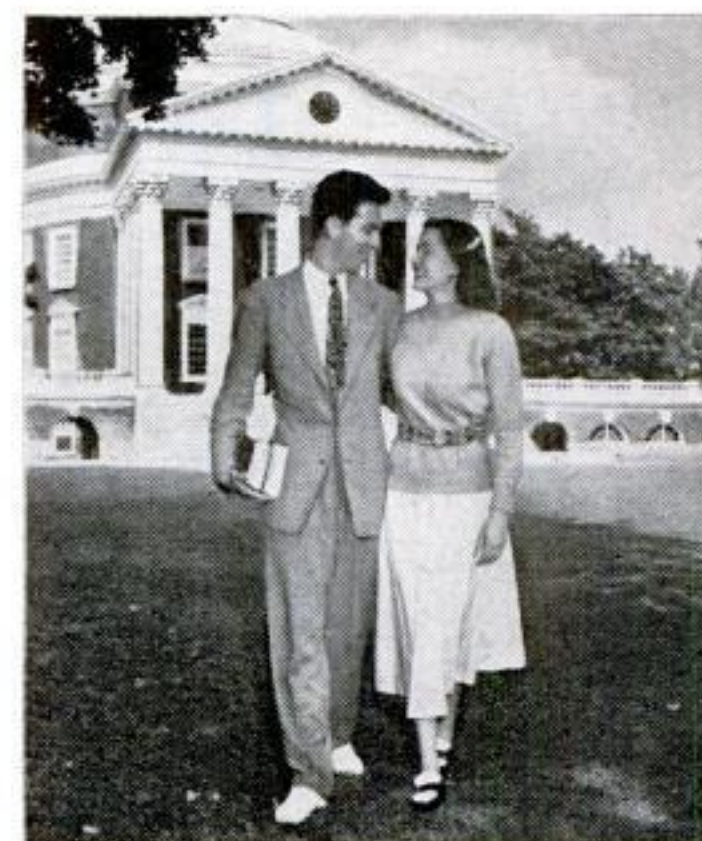
Division of The Kendall
Company, Chicago 16



Joy bells ring for "Calise,"—Caroline Louise Chauvenet. And from this happy moment on, she'll be—Mrs. John Joseph Conley! Calise descends from proud Virginia family. Her great grandfather, William Chauvenet, is called a father of United States Naval Academy.



Smooth to kiss — Calise's Woodbury-fresh, Woodbury-soft face! Brussels point d'esprit veil, worn by her grandmother, accents its delicacy. Says Calise, "Woodbury accents mild to delicate skin!" *Very right!*...Woodbury is extra-mild. Made for skin alone.



University of Virginia. John, an instructor, gave "special attention" to his pupil—Calise! "I kept up on my beauty-work... with Woodbury!" says Calise. Answers John, "She graded AA—Always Adorable!"



Albemarle County boasts of its beautiful hunters—AND—its beautiful Virginia belles. Before you —two shining examples! Woodbury likes to boast too—it's the *only* facial soap with its beauty-cream ingredient, a skin-smoothing ingredient used in rich face creams! Try it...love it!

The Bride... Beautiful!

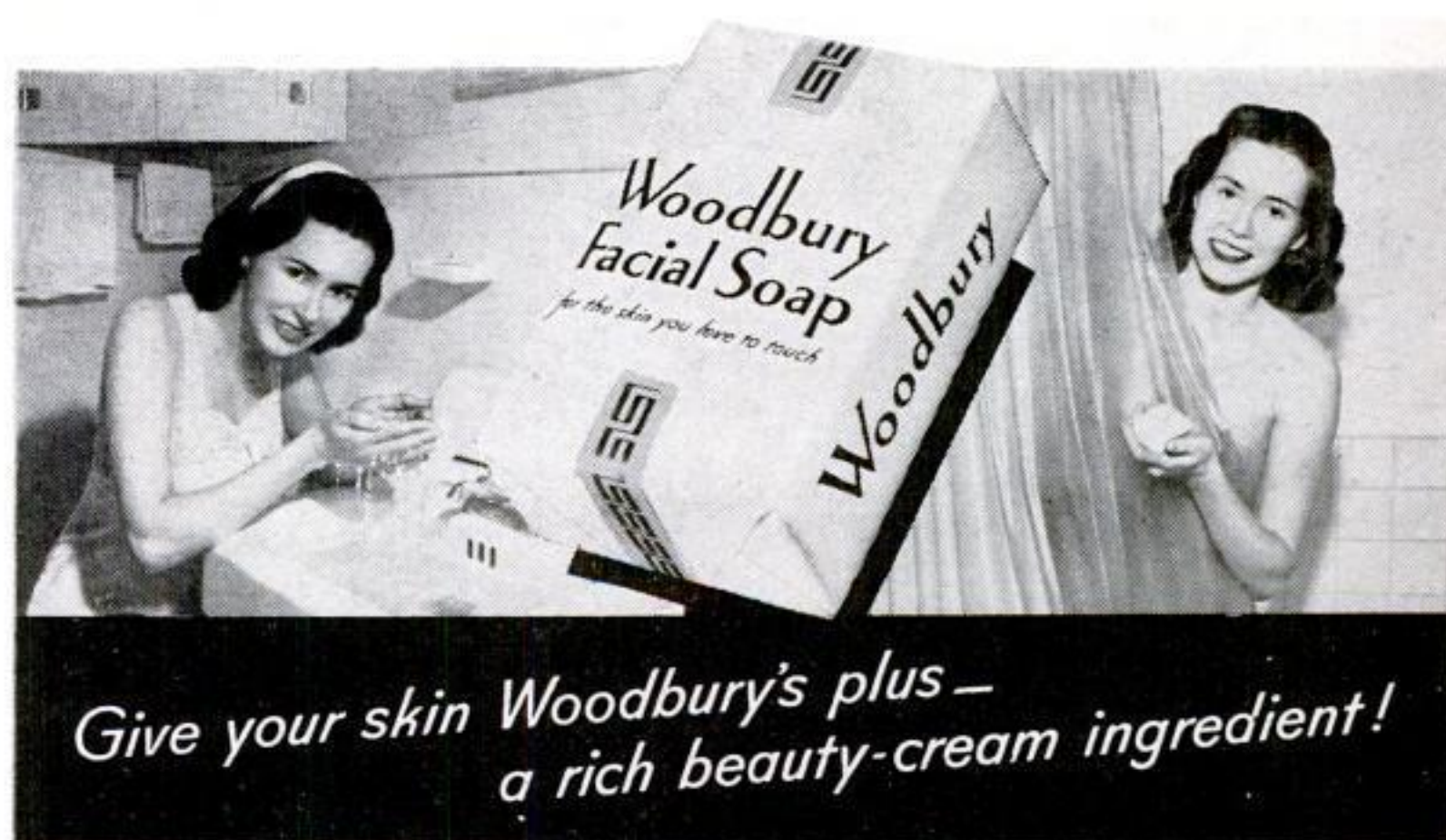
SHE'S ANOTHER WOODBURY MARRYING DEB



Tallwood Plantation, Calise's birthplace. Aunt Chloe eyes "her baby" proudly. Under her loving care... "and plenty of Woodbury face washings!" adds Aunt Chloe... Calise bloomed!



Direct hit! And a direct view of Calise's sparkling eyes and smile, gorgeous-gorgeous complexion! Ah girls, Woodbury-glow-skin goes straight to a man's heart.



Calise beauty dates! "Adore Woodbury Facial Cocktails. Lather massage, rinse warm 'n' cold. Skin's satiny!"

Now! Woodbury soap comes in two sizes. Bath-size and facial! Big new Woodbury is bath-or-shower perfection.

Calise beauty-bathes... for satiny shoulders! Woodbury is a *true* beauty soap—for the skin you love to touch!

About
this

NEW long cigarette

Basil
Rathbone
says:

BR

Now, at length—quality in a
long cigarette—Fatima! First Quality
for thirty years. If you like a long ciga-
rette, buy the best of long cigarettes.
Buy Fatima... It's MY cigarette

Basil Rathbone



FIRST QUALITY FOR 30 YEARS!

LETTERS TO THE EDITORS

CONTINUED

Moreover, considering the distance between points—238,000 miles—the aiming would have to be at the absolute center of the target. A deviation of half a hair at the starting point would miss that target by thousands of miles otherwise.

LEO V. SMITH

Olympia, Wash.

● Eventually rockets will have human pilots and, according to research now under way, the ships can then be steered at will.—ED.

Sirs:

LIFE's speculation regarding travel to the moon failed to consider one serious hazard. According to the writings of the late Sir James Jeans, the moon is being constantly bombarded by small rock fragments careening in from space with the speed of bullets. On earth we are protected from these deadly missiles by our atmosphere in which they burn to provide our shooting stars.

F. L. GRAVES

Stamford, Conn.

● Investigations conducted by Douglas Aircraft Co. Inc. reveal that the chance of a moon-bound rocket's being punctured by such missiles is one in 2,500. Once a man reaches the moon, he is almost equally safe. Actually the moon because of its low gravity, attracts fewer meteors than the earth does. During a two-day stay on the moon, for example, a man's chance of being hit is one in 2,500,000 according to Douglas scientists.—ED.

Sirs:

If the Creator had intended man to gad around from one planet to another He would have built bridges.

WAYNE HILKEY

Metuchen, N.J.

NO HAMBURGERS?

Sirs:

I must say that I emitted a rather large chuckle when I read that your cover girl, Joanne Connelley (LIFE, Jan. 10), stated that she'd settle for a



JOANNE CONNELLEY AND FRIEND

movie and a hamburger with her fiancé, Bob Sweeney, although "they have never yet tried the combination." "Jo" and I were engaged for better than seven months last year and hamburgers, movies and banana splits constituted the larger amount of our time together. Incidentally I collected \$62 in bets when she broke her engagement to Sweeney on Jan. 18.

STEF MEYER

New York, N.Y.

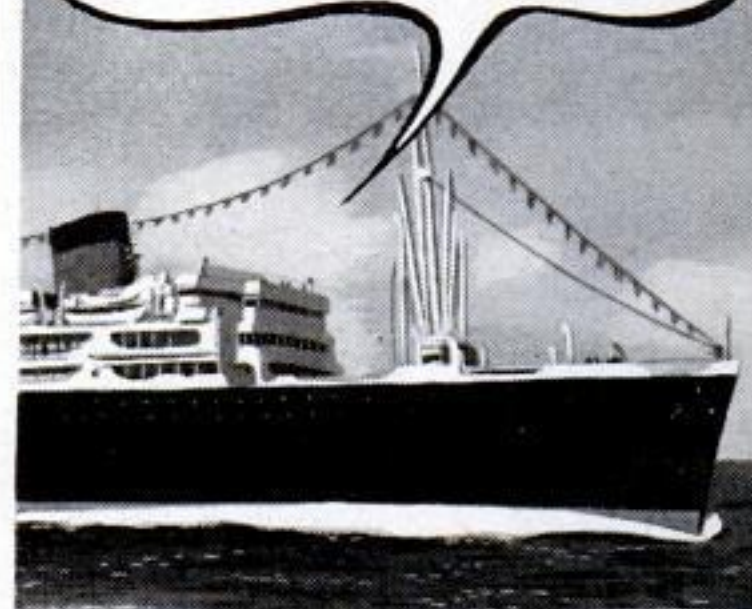
MOVIE OF THE WEEK

Sirs:

Your Movie of the Week (LIFE, Jan. 17) is *Live Today for Tomorrow*. In Los Angeles this picture is show-

CONTINUED ON PAGE 11

EVEN IN MID-OCEAN
OUR FUNDS ARE SAFE —
WE'VE GOT OUR
NATIONAL CITY BANK
TRAVELERS CHECKS



Spendable like cash every-
where, too. Cost only 75¢ per
\$100. Buy them at your bank.

NCB
TRAVELERS CHECKS



BACKED BY THE NATIONAL CITY BANK OF NEW YORK

First in World Wide Banking

Member Federal Deposit Insurance Corporation

Fashioned for all
Time-tellers

Jewellers'
est



WATCH BANDS

A new interpretation of authentic watch
band styling—fashioned to bring fashion
to any timepiece.

Consistently recommended by America's
jewellers... from \$5 to \$13.25—white,
pink or yellow gold filled. Fed. tax included.

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Stokely's Finest



CHILL.....



SERVE.....SATISFY



FROZEN
FOODS

Van Camp's SINCE 1861 • Stokely's Finest SINCE 1898 • Honor Brand Frozen Foods SINCE 1933

FRUITS
115
VEGETABLES



Styled for you, sir...

IN THE MATCHLESS NOR-EAST NON-CRUSH FABRIC

Wembley Ties



Wears . . . and Wears . . . and Wears

CRUSH IT!... TWIST IT!... KNOT IT!... NOT A WRINKLE!



TRADEMARK REG. U. S. PAT. OFF.



New Spring colors in Priestley's Nor-East* Non-Crush*—the fabric that banishes wrinkles, keeping fresh and correct for many seasons. Available at better stores everywhere. If you do not see these colors, write to Wembley, Inc., Maginnis Style Center, New Orleans. We will have your order filled by a retailer near you.

ONE DOLLAR FIFTY

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1947-\$2.95

1948-\$2.50

1949-\$1.95

Gotham Style 4143, famous 54 gauge 15 denier nylon stockings, now less than ever before! Gotham "know how" brings American women these wonderful stockings at an undreamed-of price.

At fine stores—\$1.95 a pair.

For every day, for every date... WHIM... subtle taupe, attuned to every costume color. If these stockings are not obtainable at your local store, use coupon below.

GOTHAM HOSIERY COMPANY, INC.
200 MADISON AVENUE, NEW YORK 16, N.Y.

GOTHAM HOSIERY COMPANY, INC.—DEPT. L 27
200 MADISON AVENUE, NEW YORK 16, N.Y.
I would like 54 gauge Gotham Gold Stripe Nylons, illustrated "On A Pedestal." Please send me, through a store in my locality, pairs Gotham Gold Stripe Nylons in 54 gauge, 15 denier Whim, Style 4143, at \$1.95 a pair. My size is I enclose Check ☐ or Money Order ☐. (Don't send stamps.)

NAME.....
ADDRESS.....
CITY..... STATE.....
(Coupon orders filled only in the U.S.A.)

LETTERS TO THE EDITORS

CONTINUED

ing under the title of *An Act of Murder*. Why the title change?

R. B. HARRISON
Los Angeles, Calif.

● The picture was originally called *Live Today for Tomorrow*. Test runs showed that the public preferred the new title, *An Act of Murder*, and Universal-International changed it accordingly, after LIFE had gone to press.—ED.

Sirs:

If the medico in your review of *Live Today for Tomorrow* gets to see what he wants by holding the ophthalmoscope to his right eye looking at Miss Eldridge's left then I tear up my license.

Correct technique: right eye for right, left for left unless M.D. friend is one-eyed.

HAROLD TOY
Optometrist
Shelburne Falls, Mass.

● Correct. Reader Toy should not tear up his license. He spotted a movie boner.—ED.

FROZEN STEER

Sirs:

The lead picture in your Midwest blizzard story (LIFE, Jan. 17) should remind you of some similar pictures of mine, used in your Feb. 8, 1937 issue in a layout that you called "Winter Comes to a Wyoming Ranch." The calf I photographed was born on the open range during a sub-zero blizzard, and it is a remarkable tribute to the hardiness of these white-faced cattle that he was able to survive.

The fact that the forlorn little calf was freshly born is indicated by his umbilical cord that is still showing, and



RANCH RESCUE

the dark blotch around his nose is frozen blood. After rubbing him off a little to start his blood circulation, a cow-puncher who was riding with me loaded him on his horse and took him to ranch headquarters, where a warm bottle of milk revived him permanently.

CHARLES J. BELDEN
St. Petersburg, Fla.

Sirs:

... An animal in as good shape as the one you have pictured will hardly ever freeze to death. ...

ALEX KARLSEN
Sidney, Mont.

Sirs:

I believe that any animal dying under these circumstances would sink to the ground. ...

RIDGE R. SHANNON
Canfield, Ohio

● The picture's value lies in the fact that it records a most unusual occurrence. The photographer came on the steer accidentally while rid-

CONTINUED ON NEXT PAGE

"It's simply amazing!"

Pan-Stik*

Max Factor's
New
Cream-Type
Make-Up
in the smart
swivel-stick

Ann Sothorn
CO-STARRING IN
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Only Hollywood's Make-Up Genius could bring you a make-up like Pan-Stik. In an instant it creates a new, delicately soft complexion. Your skin looks flawless, fascinatingly beautiful...feels gloriously natural...even refreshed. Pan-Stik takes only seconds to apply...yet lasts for hours without retouching. The new revolutionary swivel-stick means quicker, easier application. Pan-Stik is convenience itself...it's all you've dreamed of in a make-up..."It's simply amazing!"

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Max Factor* Hollywood

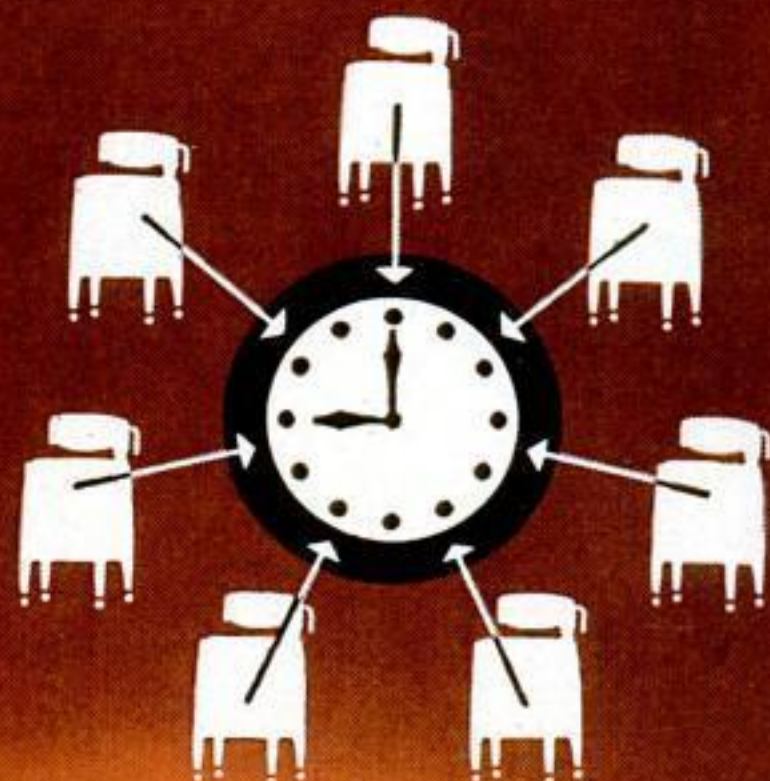
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Built by Home Laundry Equipment Specialists Since 1908

LETTERS TO THE EDITORS

CONTINUED

ing down the highway with an irrigation official. One explanation for the steer's upright position is that the animals brace their legs against the wind, then die with their muscles stiffened in the braced position. If the wind changes or the temperature rises, they topple.—ED.

RESORT FASHIONS

Sirs:

Regarding your "Resort Fashions" (LIFE, Jan. 17), we three of Tulane University say:

We don't like them! We are not censuring you, the publishers of LIFE, but the libido-consumed fashion designers. . . .

If these predict 1949 play fashions, we join a dignified corps of nudists.

JERRY GILMORE
E. T. KENDRICK
GEORGE FRANKLIN

New Orleans, La.

Sirs:

It is an insult to us optometry students, the way in which spectacles, in the bathing suit of the same name, are diverted from their original purpose.

SANFORD PELTZMAN

Chicago, Ill.

Sirs:

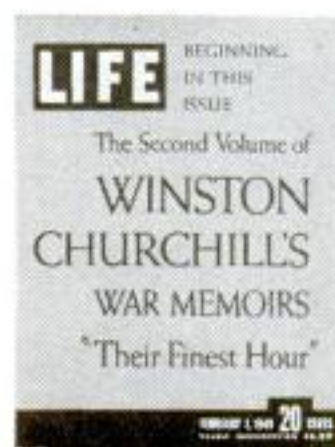
For the undernourished females in equally undernourished resort costumes we recommend a CARE food package.

BILL OLSSON
DON MACLEOD
DICK ENGLISH
WARREN HILS

Rensselaer Polytechnic Institute
Troy, N.Y.

CONTINUED ON PAGE 14

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*Specially made to "work" with creams—
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By specially designing Pond's beauty Tissues for a tissue's most difficult job—*cream removal*—the makers of Pond's Creams have achieved a tissue that's better for handkerchiefs, too! Pond's Tissues have been made so soft that they can't irritate the tenderest skin. Unusually quick to absorb cleansing oils and moisture. Yet *firm* enough to work *without tearing*.

You'll find Pond's beauty Tissues finer for beauty care, *perfect* for handkerchiefs and

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THRIFTY FOR "ALL-FAMILY" USE . . .

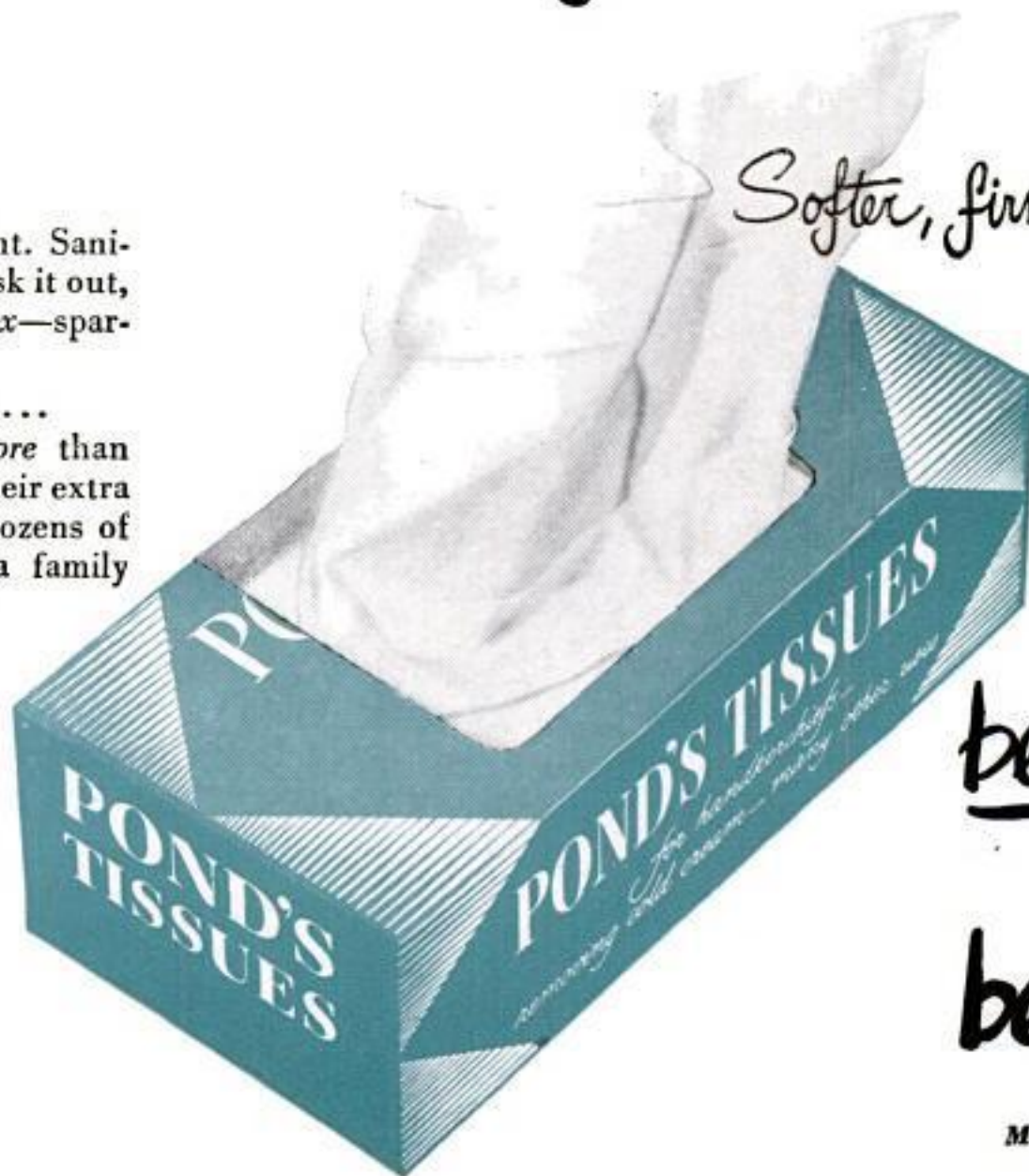
Pond's beauty Tissues *cost no more* than regular tissues. Take advantage of their extra strength and "blotting" speed in dozens of garage-to-nursery clean-ups. Get a family supply of 2 or 3 boxes today!

Mrs. H. Latrobe Roosevelt, Jr. says:

"I've never found a tissue I liked nearly as well as Pond's. It's a real comfort to be able to buy several boxes at a time again."

Mrs. Perry Tiffany says:

"For years Pond's Tissues have been my beauty tissues. They're so lovely and soft—yet never go to pieces in my hand!"



Softer, firmer as handkerchiefs

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PRELL REMOVES DANDRUFF

LEAVES HAIR *Radiantly* SOFT, *Radiantly* SMOOTH!

Doctors' examinations proved that Prell—with its exclusive formula and patented cleansing ingredient—removes embarrassing dandruff in as little as 3 minutes! And your hair is so *radiantly* clean after Prell! Sparkling! Dazzling! More radiant than with the *finest* soap shampoo—cream or liquid. It's silken soft too, yet has plenty of "body."

So economical!

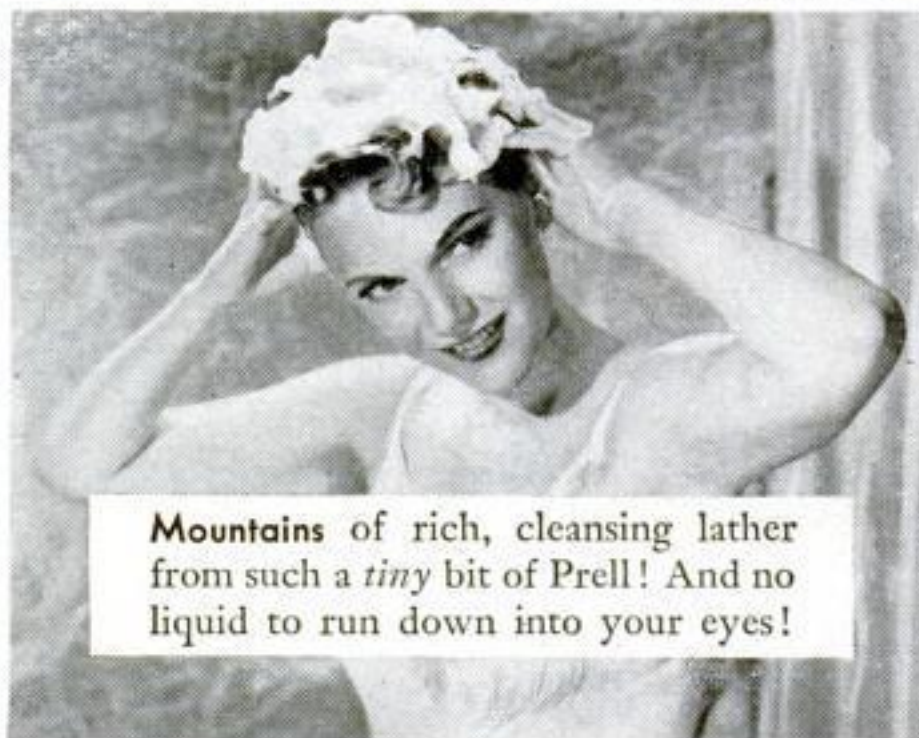
And Prell goes farther! Farther than any other known shampoo, because it's more concentrated. No messy jars or breakable bottles either—that handy tube makes a hit with all the family. Get Prell today!



Created by Procter & Gamble



P-R-E-L-L spells shining radiance—because Prell's the *Radiant*Creme* that's emerald-clear for extra sparkle!



Mountains of rich, cleansing lather from such a *tiny* bit of Prell! And no liquid to run down into your eyes!



*T. M. REG. U. S. PAT. OFF.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

My husband handed me your Jan. 17 issue and said, "There are some cute bathing suits here for you." I agreed with him and replied, "I'm going to get the Spectacle Suit on page 60." "Bet you a dollar you won't!" Tommy replied. Rashly relying upon the dependability of LIFE's researchers, I accepted the bet—and lost the dollar.

First I telephoned B. Altman in White Plains where I was told, "We haven't decided whether or not to carry that suit because so few women have the physical requirements to hold it up." "Well," I replied, "I have, and I'd like to get the suit." "In that case try Lord & Taylor," I was advised.

So I telephoned the Westchester Lord & Taylor. They checked their New York store and called me back to say that the designer had "changed her mind and is not going to make that suit now at all!"

I am fed up with all designers and with all stores and with all magazine writers who maliciously combine—for what reasons I shall never know—to dupe the public by continually promoting the sale of clothes and fashion accessories which in actual fact are never intended for public consumption.

I appeal to the Better Business Bureau to look into this condition and, if possible, correct it. There must be hundreds of thousands of suburban housewives like myself who rely on magazines to do their clothes-buying for them—only to find that the clothes advertised are not, never have been, never will be available.

MRS. THOMAS F. MANVILLE JR.
New Rochelle, N.Y.

• While Mrs. Manville has a point, so do the manufacturers. Styles sufficiently unusual to make news must also be accepted by the public before wholesale manufacture begins. The Spectacle Suit is a case in point. When LIFE asked the stores for comment, Altman replied that it does not carry the suit. Lord & Taylor explained that until it can gauge the demand, it is taking orders on the model. The suit comes in green and navy blue, in sizes from 10 up to Mrs. Manville's (16), and delivery takes about a month.—ED.

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● Only Swift's Peanut Butter gives you a smartly styled crystal plastic coaster with every jar you buy. In choice of four beautiful colors—and just the right size to fit nearly any glass. **START NOW TO COLLECT YOUR SET.** (And look—the empty glass jars are ideal for storing foods in your refrigerator.)



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... without extra cost. Like getting a "free prize with every package." (And these new "coaster" jar caps screw off and on with a twist of the wrist.)



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... all the nutritive values that nature has so richly lavished on peanuts—an abundance of high-quality vegetable protein—vitamins and minerals.



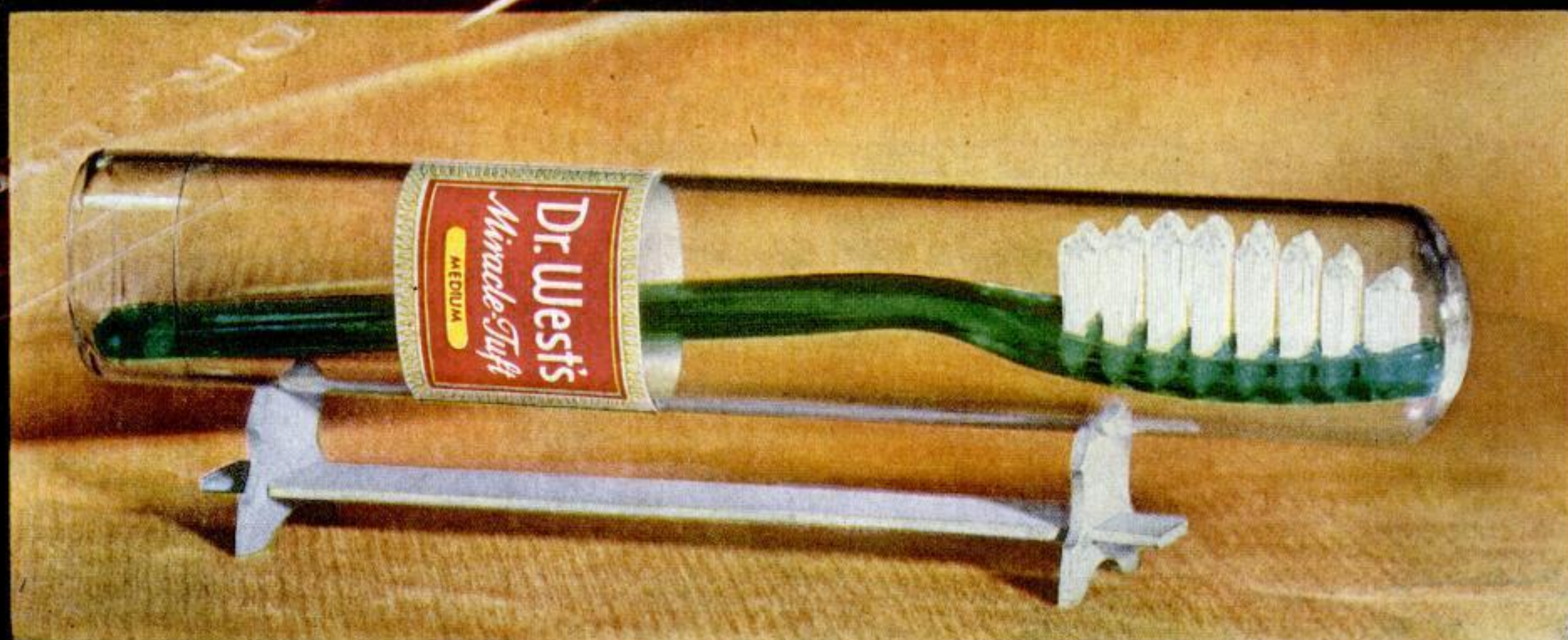
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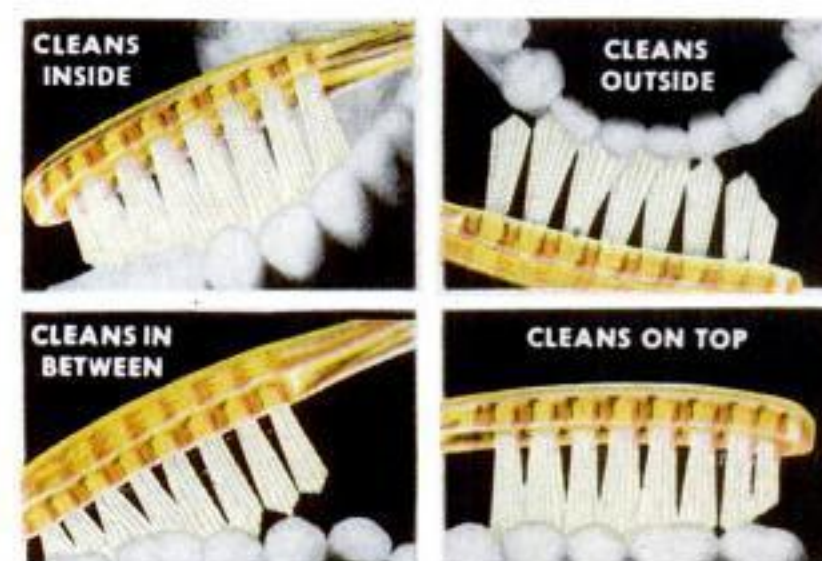
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Precision made...*protected by glass!*

Examine them both, the miniature ship and the Dr. West's brush. The skill that went into their construction is apparent in each. Note the fine detail . . . the hundreds of precisely fashioned parts, each one in its proper place. The glass tube permits you to make this thorough examination and at the same time affords complete protection. This sealed-in-glass con-

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1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Quicker by far—saves 1/2 hour or more per permanent.
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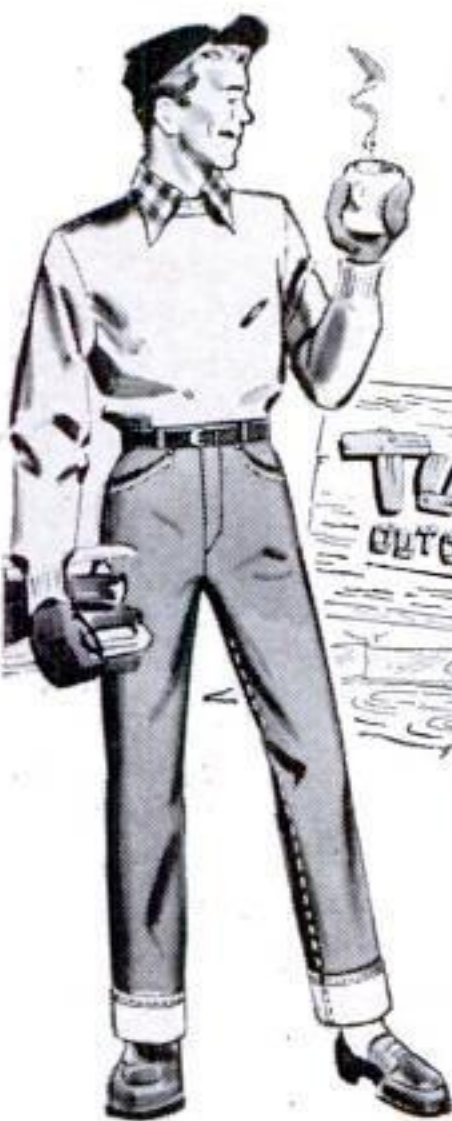
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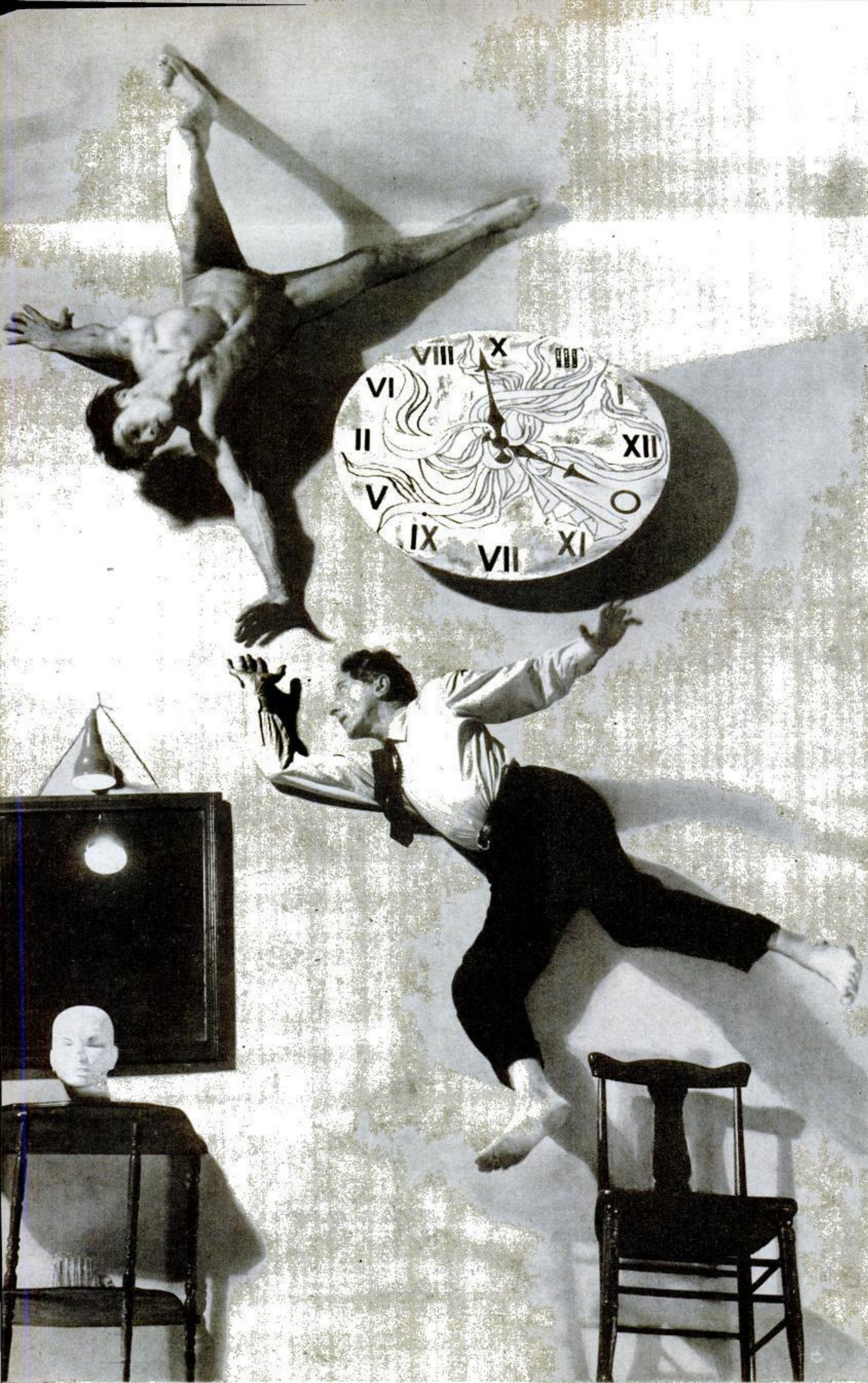
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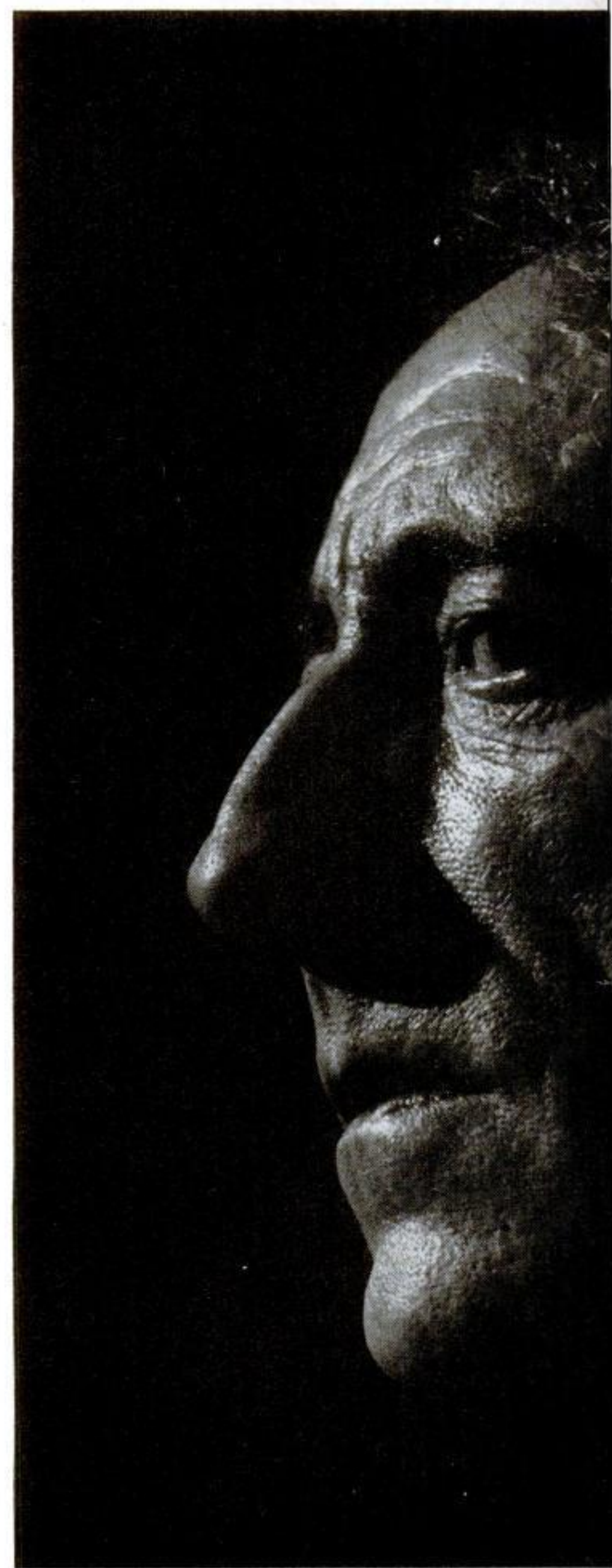


COCTEAU (LOWER FIGURE) CALLS THIS, "IT IS HARD TO SATISFY ONE'S GUARDIAN ANGEL"

SPEAKING OF PICTURES...

... PHOTOGRAPHER TRIES TO SEE WHAT IS INSIDE A POET'S MIND

France's celebrated writer Jean Cocteau is most widely known to U.S. high-brows for having made surrealistic movies like *Blood of a Poet* (which includes a sofa sprouting a man's head and a cow covered with maps) and *Beauty and the Beast* (in which a statue shoots arrows at one of the principals). Besides directing films, Cocteau has in his 58 years been poet, painter, playwright, ballet director, novelist and prizefighter's backer. By now his mind is a repository of many kinds of things. So last month, when Cocteau was in New York, Photographer Philippe Halsman tried to examine pictorially the contents and working of his mind. The pictures printed here, with explanations by the poet, are the result of a session which took place in Halsman's studio amid a welter of snakes, statues, doves and dancers. Some props which Halsman provided, including a laurel wreath and a cello, went unused because Cocteau did not want to overdo things. "A little too much," he explained modestly, "is enough for me."





THREE COCTEAUS: the poet in public is at left and the poet in private at the right. A close study of the picture will reveal the real Cocteau in the middle.

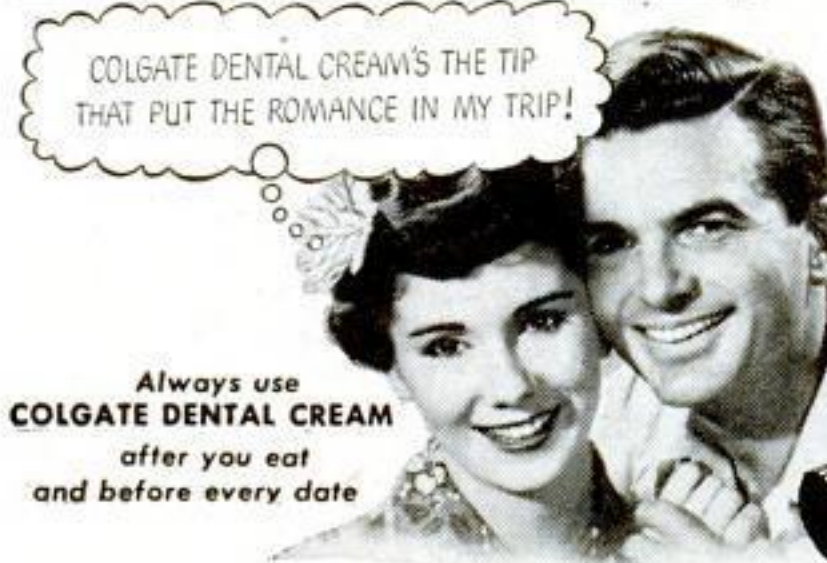
PYTHON entwined around a bewigged anatomical model means to Cocteau, "Poet falls asleep in the Garden of Eden."

DOVES FLIT around Cocteau in picture which signifies, "The blind poet believes that he is the emperor of China."



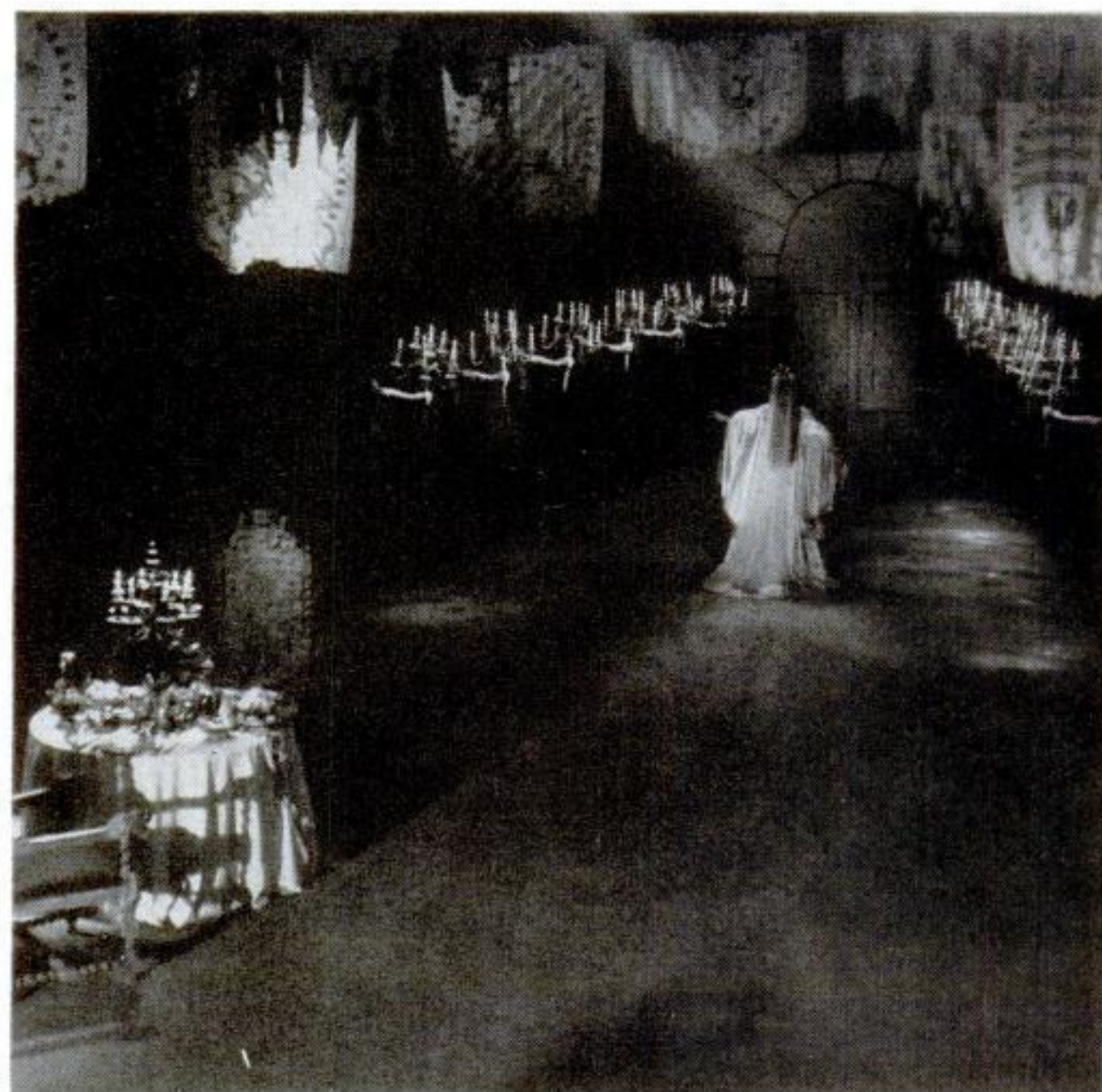
PHOTOS © P. HALSMAN, 1949

She took a Cruise— but missed the boat!



SPEAKING OF PICTURES

CONTINUED



IN RECENT MOVIE *Beauty and the Beast*, Cocteau produced this scene with arms jutting from wall and holding candelabra to light the heroine's way.



STILL FASCINATED BY ARMS (top picture), Cocteau created this scene in Halsman's studio. He calls it simply, "How Cocteau arrived in New York."

PHOTOS © P. HALSMAN, 1949



New "Mid Ship" Ride

The finest, the costliest cars in America seat you in the smooth riding center-section. So does the new Ford—with a new "Mid Ship" Ride!

New "Lifeguard" Body

The finest, the costliest cars in America have all-steel bodies with multiple member frames. So does the new Ford! Its new "Lifeguard" Body in combination with the 5-cross-member box-section frame is 59% more rigid.



The '49 Ford's out Front

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Up to 10% More Gas Savings

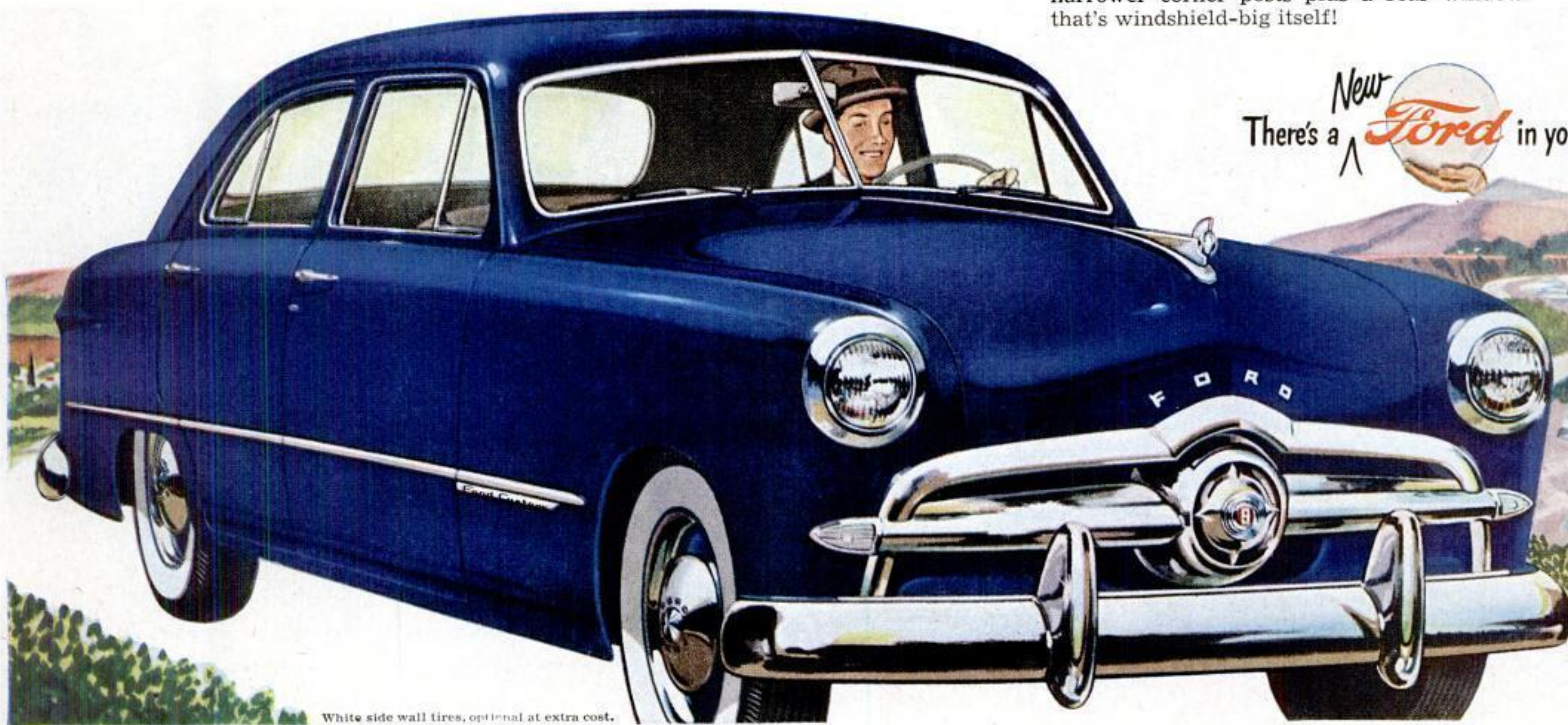
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New "Hydra-Coil" Springs

The finest, the costliest cars in America have independent front wheel spring suspension. So does the new Ford. New "Hydra-Coil" Springs in front, new "Para-Flex" Springs in the rear.

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The finest, the costliest cars in America accent visibility. So does the new Ford with "Picture Windows" all around. Bigger windshield with narrower corner posts plus a rear window that's windshield-big itself!



There's a ^{New} **Ford** in your future

White side wall tires, optional at extra cost.

Say "I love you" this lovely way . . .



Valentine's Day February 14th.

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BY PRO-PHY-LAC-TIC

Pay tribute to her beauty with this loveliest of Valentine remembrances . . . a famous Jewelite Roll-Wave Brush by Pro-phy-lac-tic, in combination with the new and unique Jewelite Roll-Wave Comb. Each is scientifically shaped to conform to the scalp . . . to provide a fuller measure of beautifying action with every healthful stroke.

In crystal, ruby or sapphire . . . packaged in the new transparent gift container, \$5.00.

Jewelite is made by the makers of the famous Pro-phy-lac-tic Tooth Brush. Look for the name Jewelite on the package. Pro-phy-lac-tic Brush Company, Florence, Mass.

Jewelite is also available in Canada at slightly different prices.

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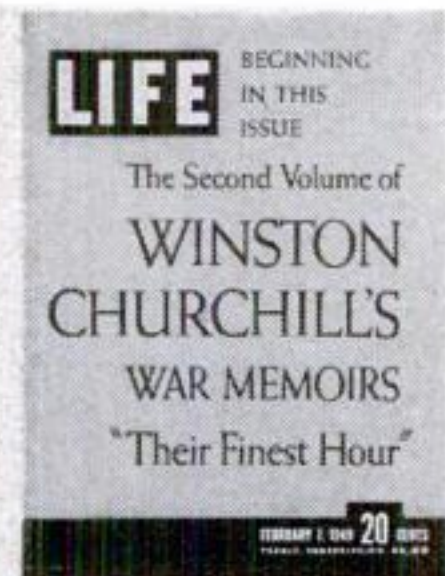
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LIFE'S COVER

This week LIFE's cover carries a title which will soon appear on book jackets in more than 15 languages when publishers in more than 20 countries bring out the full version of *Their Finest Hour*. The first of seven instalments in which LIFE is presenting highlights of this second volume of Winston Churchill's War Memoirs begins on page 58. Volume I, which was serialized in LIFE last year, set publishing records wherever the book appeared. In the U.S. half a million copies have been sold, and in Great Britain the entire first edition of more than 200,000 copies sold out the first day of publication.



The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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JERGENS

LIQUID CREAM SHAMPOO

FREE*

WITH \$1.00 BOTTLE JERGENS LOTION



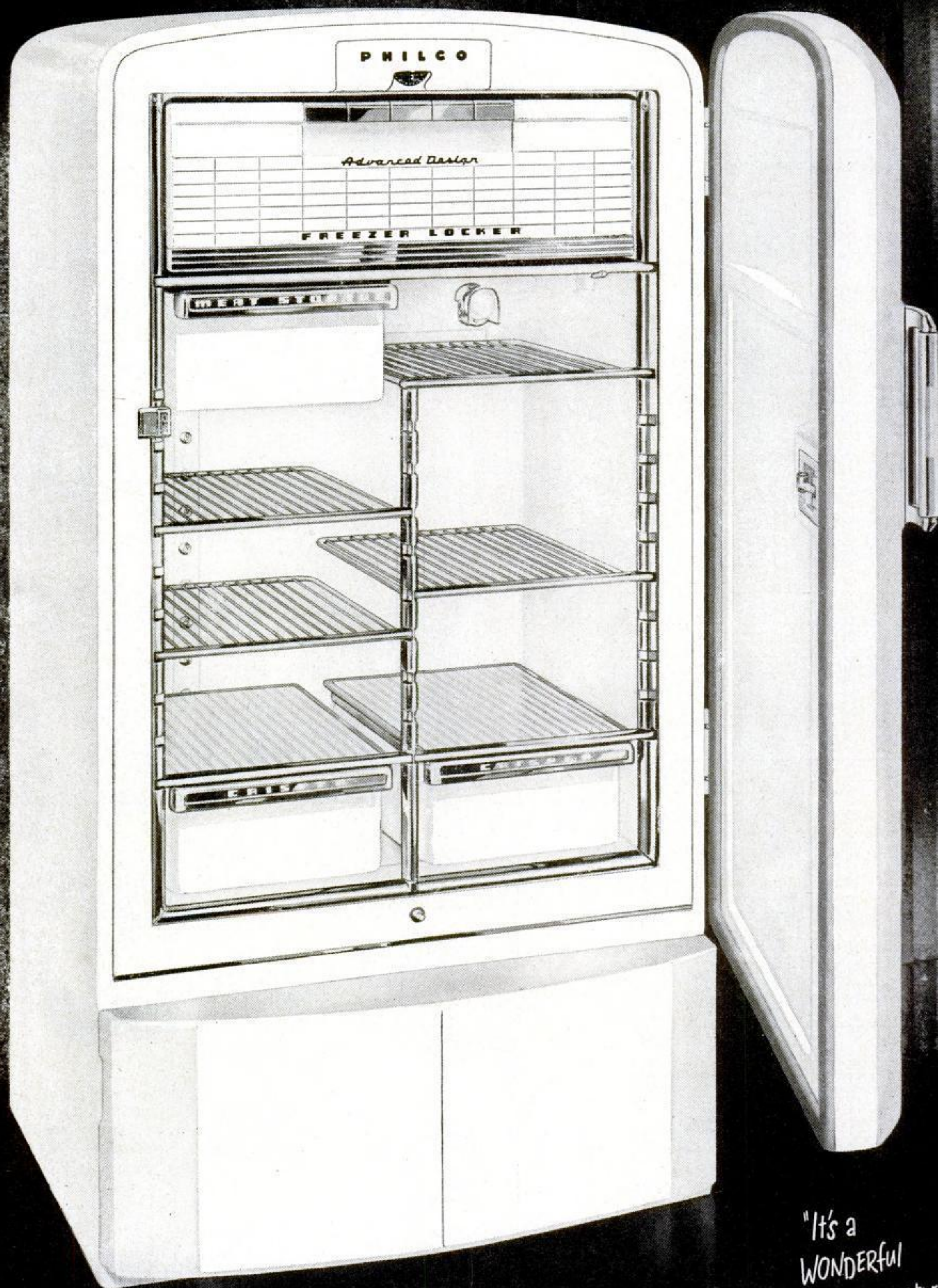
Amazing! Jergens new Liquid-Cream Shampoo combines ALL the beauty benefits of both *liquid* and *cream* shampoos! Pours like a *lotion*... Easy to use! Soapless! Leaves hair glistening-clean, soft, easy to manage! Bursts into rich, creamy lather instantly... even in *hard* water! Contains 4 effective cleansing ingredients *plus* Lanolin for natural hair softness! 49¢ "gift" bottle will give you 8 glorious beauty-cleansing treatments!

Try it FREE* in this big Jergens beauty offer! You get a regular dollar bottle of Jergens Lotion—the world's finest hand care for soft, smooth, romantic hands—*plus* 49¢ Jergens new Liquid-Cream Shampoo—*both* for 89¢!

***Your Money Back**

Buy this Jergens Gift Offer. Use the Jergens Lotion for 2 full weeks. If you aren't delighted with today's Jergens Lotion, mail it back to The Andrew Jergens Company, Cincinnati 14, Ohio and they'll return your money. **YOU KEEP THE JERGENS LIQUID-CREAM SHAMPOO AS YOUR FREE GIFT.**

PHILCO *Advanced Design*



"It's a
Wonderful
Refrigerator!"

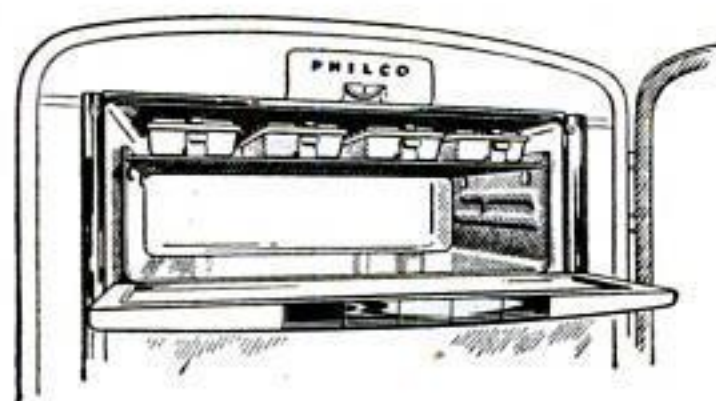


The New 1949 Advanced Design Philco 893

...NEW for 1949

WITH REVOLUTIONARY NEW ADVANCES IN MODERN REFRIGERATION

HERE THEY ARE . . . and ready now . . . brand new 1949 Philco refrigerators with sensational new developments in advanced design, thanks to basic and original Philco engineering research. Here are new standards of value for the entire industry . . . here are the latest in modern features for better food preservation . . . here are refrigerators with new and greater food storage capacity—outstanding in quality and *outstanding in every feature*, from top to bottom. See them today...see for yourself why Philco is America's most wanted refrigerator.



Built-In Home Freezer

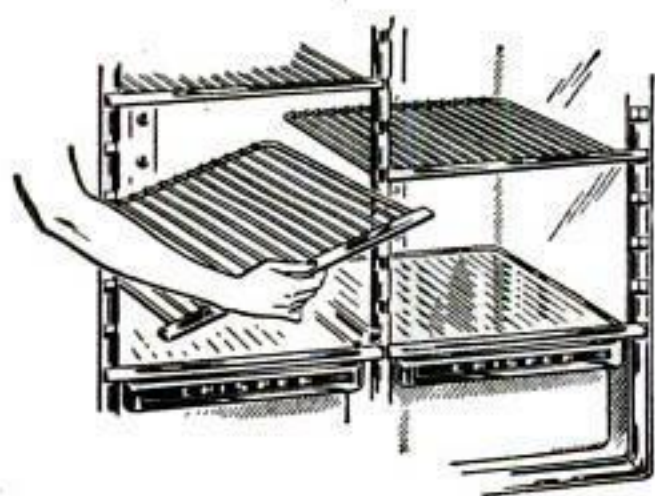
Gives Zero Zone Temperatures

Big frost-free storage space for frozen foods . . . super-fast, out-of-the-way, freezing shelf for ice trays.

Balanced Humidity

Keeps Foods Vitamin Fresh

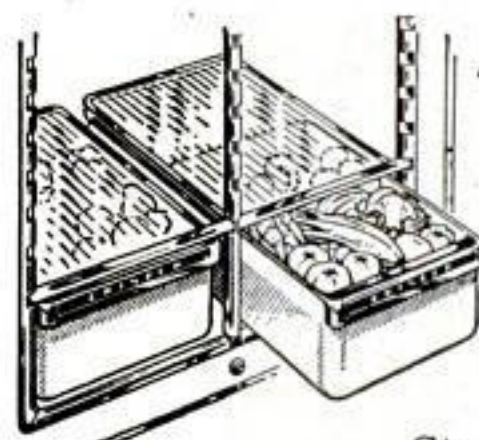
Patented Philco principle . . . controls humidity to best preserve freshness and flavor of foods, summer or winter.



Fully Adjustable Shelves

Fix Them To Suit Your Needs

Most useful shelf arrangement ever developed . . . accommodates any size or shape food. Only Philco has it.



2 Glass-Covered Crispers

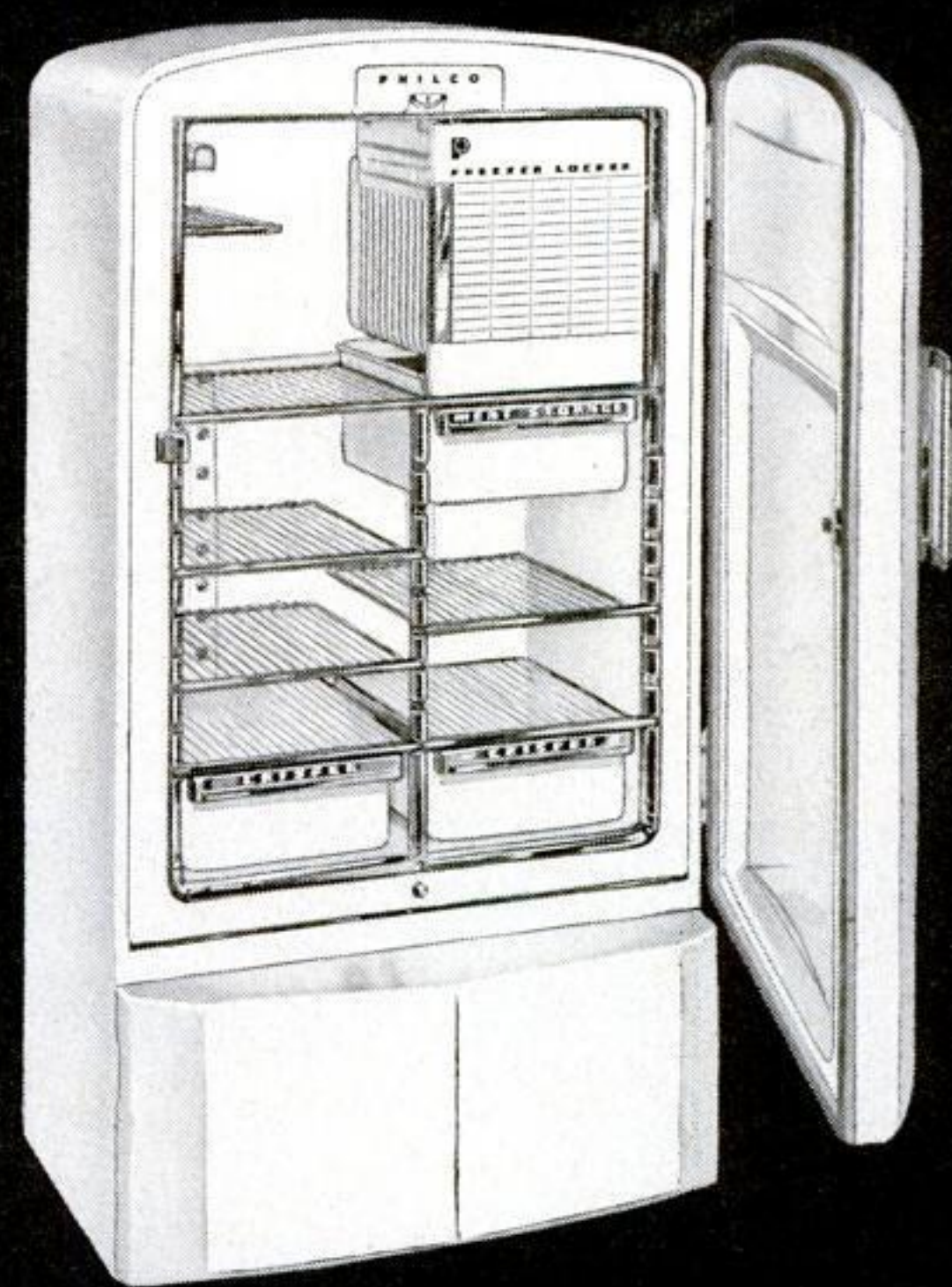
Moist cold keeps fruits and vegetables extra fresh.



Self-Closing Door Latch

Gently pulls door shut on contact, without slamming.

PHILCO *Famous for Quality the World Over*



The Great, New Philco 892 DE LUXE FEATURES AT NO EXTRA COST

New for 1949 . . . the deluxe 8.1 cu. ft. refrigerator with the newest and most wanted features in modern refrigeration. Imagine having Completely Adjustable Shelves you can quickly and easily arrange to give you full use of its 16 sq. ft. shelf capacity. Think of the advantage of a big, Freezer Locker with unobstructed frozen food space. Picture the convenience of a Meat Drawer and 2 glass-covered Crispers. Extra features without extra cost, make the Philco 892 the sensation of the industry in extra value for the money.

**Adjustable Shelves
from Top to Bottom**

Glass-Covered Crispers

Dry Storage Bin

**Zero-Zone
Freezer Locker**

Self-Closing Door Latch

Storage Bin • Hermetically Sealed Power System • Acid Resisting Porcelain Interior • 5 Year Protection Plan

How many logs to keep warm?

WHEN WINTER IS HERE, it's a good feeling to know there are plenty of logs in the woodbox . . . or to know that there's enough fuel for the furnace.

Yes, it's a basic instinct that tells you to check up on your supplies, for today and tomorrow. In a larger sense, but equally practical, that is what The Prudential's new Dollar Guide does for you. It enables you to check up on how many dollars your family can count on from present assets, if you should be unexpectedly taken from them.

But also, and even more important, the Dollar Guide can do a remarkable job of helping you to see for yourself in black and white just how adequate those dollars will be. They must provide for all your family's future needs, whether or not you live to retirement age.

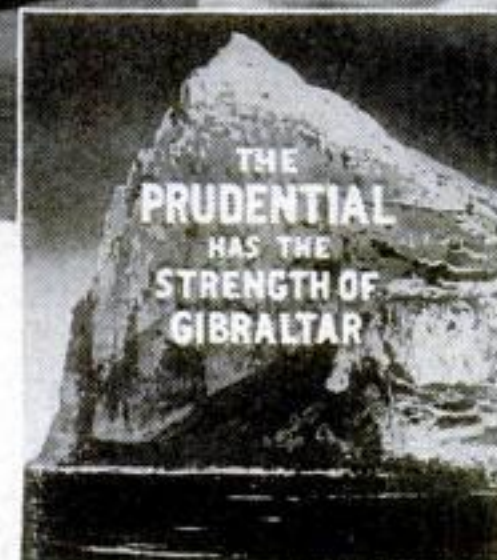
Ask your Prudential representative to show you the Dollar Guide.

★

Enjoy the Prudential Family Hour of Stars—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



THE PRUDENTIAL

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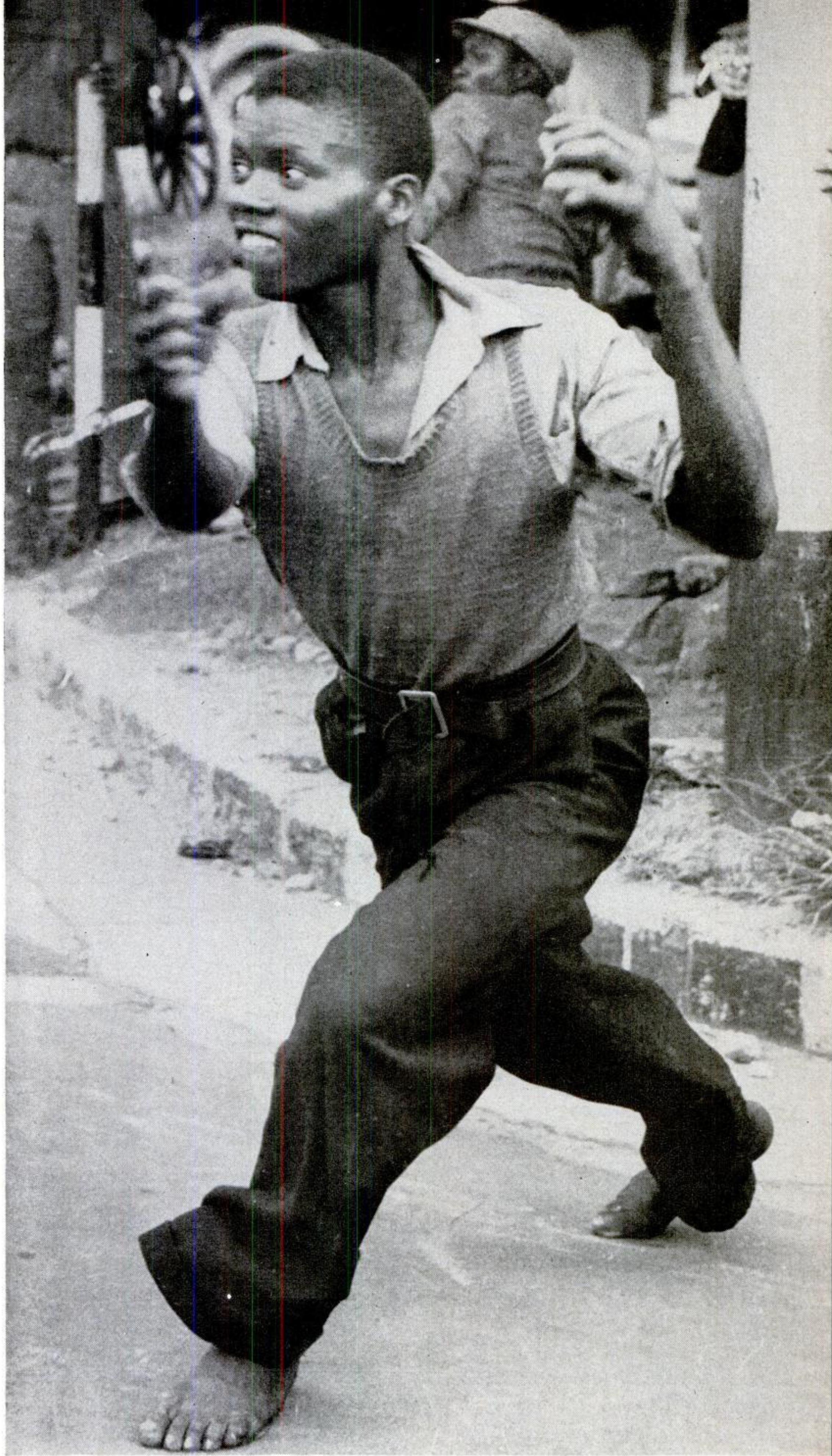
SOUTH AFRICAN RACIAL HATREDS ERUPT IN RIOTS

In the bright January sun the South African hills around Durban, in the province of Natal, showed lush and green. The air was hot—hot with African summer and hot with hate and fear. On Jan. 13 hate and fear coalesced and exploded in Durban.

Over the "bush telegraph" came a rumor that a young Negro had been attacked and injured by an Indian in Durban's downtown market. Some of the city's 100,000 Negroes, most of them Zulus, did not wait to verify the report (later proved untrue). Chanting Zulu war songs and hurling bricks and stones (*right*), they moved against the sections where about 120,000 Indians live and work. In four days, while the savage cry of *bulala!* (kill!) resounded through Durban (*pp.* 28, 29), 83 Negroes, 53 Indians and one European died by violence.

The riots grew out of an old complex of racial hates and abuses. The Union of South Africa's 2,300,000 white "Europeans" mortally fear and sternly repress the country's 7,750,000 Negroes, and the 280,000 expatriate Indians fare little better. The Indians, in turn, often exploit the helpless Negroes, creating a crisscross of enmities which have been intensified by the extremist racial policies of Dr. Daniel François Malan's new nationalist government. Fearing the whites, Durban's Zulus had struck blindly at the more vulnerable Indians.

The Indians killed some Negroes; before the outbreak finally was crushed, even more were killed by white police and troops. Afterward all of South Africa remained tense and afraid (*pp.* 30, 31). As South African writer Alan Paton said in a best-selling novel last year: "Cry, the beloved country, these things are not yet at an end. The sun pours down on the earth, on the lovely land that man cannot enjoy. He knows only the fear of his heart."



HIS BODY A STUDY OF RHYTHMIC RAGE, A DURBAN NEGRO HURLS STONES AT WINDOW OF AN INDIAN SHOP

WINSTON CHURCHILL'S WAR MEMOIRS
ARE RESUMED IN THIS ISSUE ON PAGE 58

THE WHITE, THE BROWN AND THE BLACK



WHITE RESIDENT sits in lone majesty on Durban bench. "Europeans only" means "whites only."



INDIAN REACTION to the segregation law is indicated by this fiery summons to passive resistance.



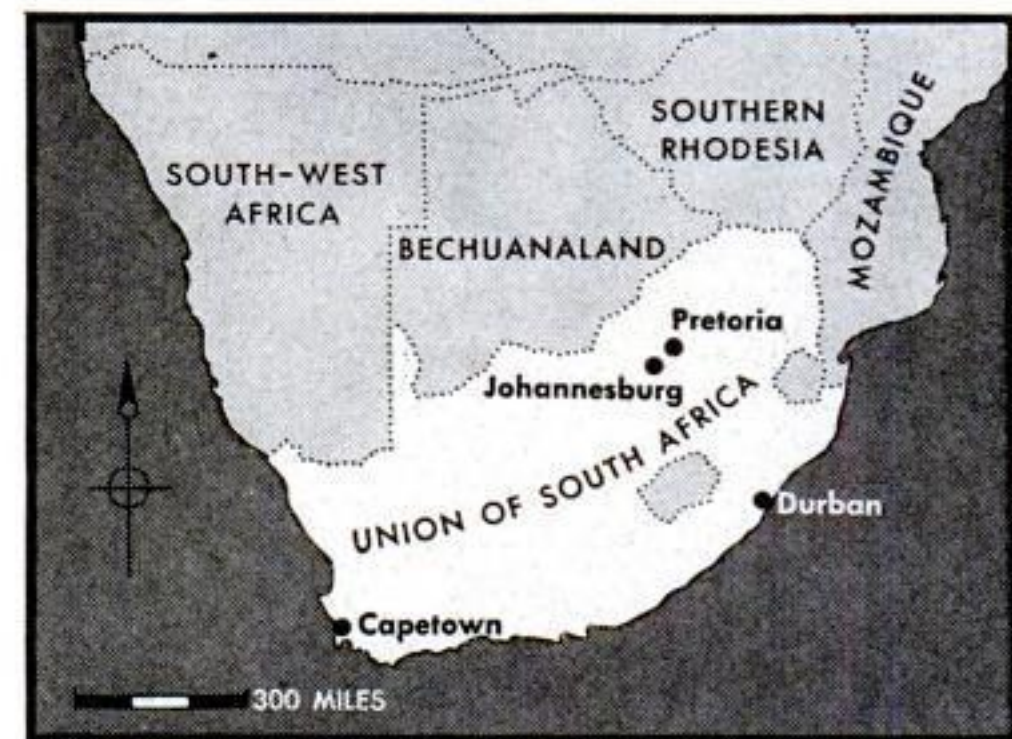
INDIANS IN AFRICA are descended from "untouchables" brought to Natal years ago as planta-

tion workers. They live in segregated areas like this unsanitary barracks where city employees are housed.



AFRICANS IN AFRICA are sometimes exploited by the few Indians who have prospered. These are

Negro shanties erected on tiny plots in the Indian section, rented to the Negroes by Indian speculators.



CITY OF DURBAN, the great port of Natal province, lies on the southeast shore of the Union of South Africa.

ZULU EXCESSES REFLECT EXTREMES OF REPRESSION

The Durban riots began in the heart of the city and then spread to the suburbs as police attacked the Zulus with clubs and sjamboks (whips). In an outlying Indian colony the frustrated rioters burned blocks of Indian homes, seven of 11 occupants dying in one flaming house. Repeated volleys from machine guns, which killed many Negroes, finally ended the uprising. Meanwhile Prime Minister Malan was having trouble with some of his own supporters, who thought he was endangering the Union constitution in his haste to tighten racial restrictions. Of the Malan program Jan Christiaan Smuts—whose party lost to Malan's last May—recently said, "Here you have a cock standing on a dung heap and raising his voice very loudly. . . . That is what Hitler did."

IN INDIAN MARKET IN DOWNTOWN DURBAN A MOB





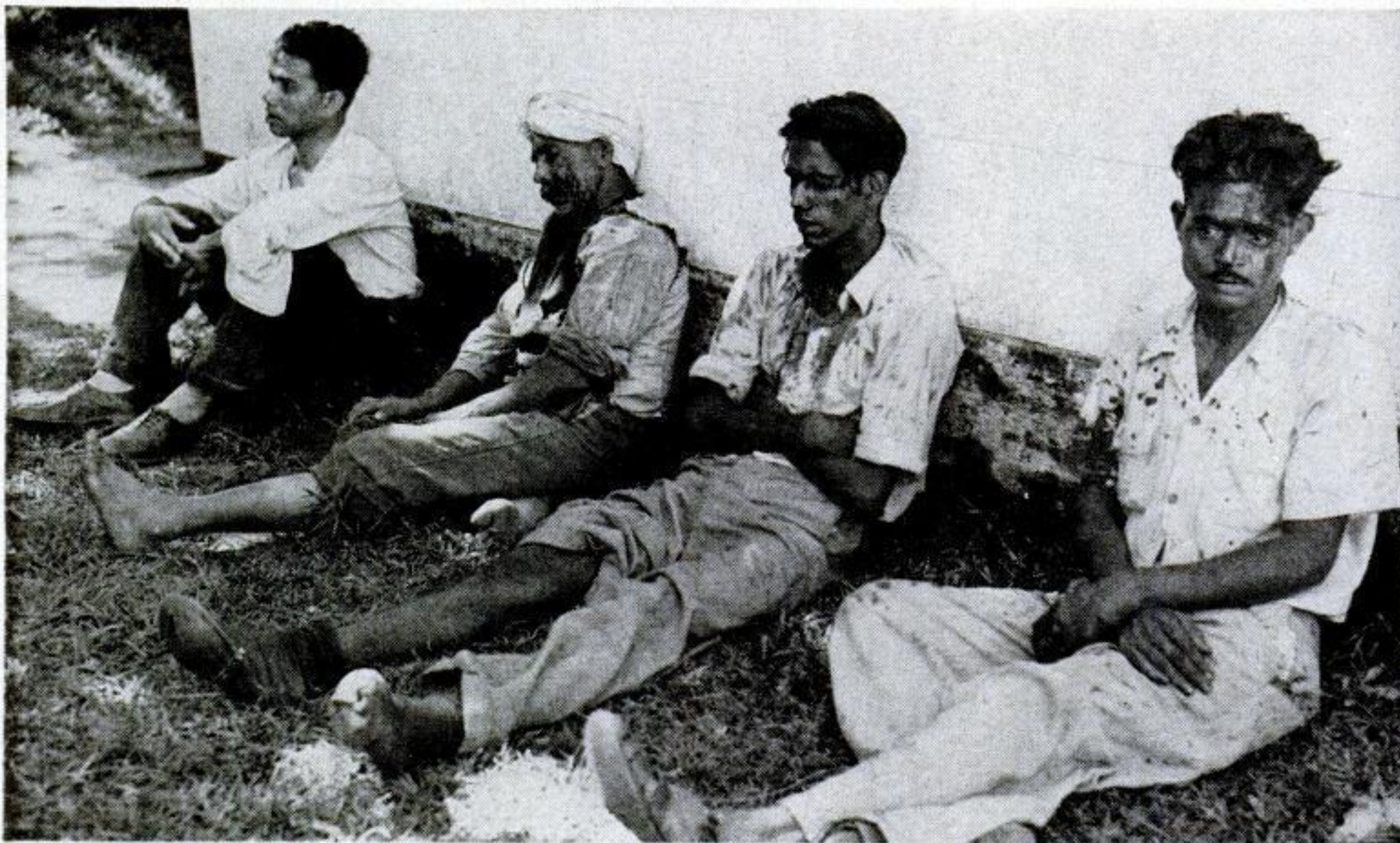
FRENZIED GIRL, dancing and screaming before her followers, leads group of angry Negroes in a foray into the Indian quarter. Many Indians caught on the street were beaten to death.



A WELL-DRESSED RIOTER, his face contorted, smashes the glass front of an Indian shop. He is carrying two small packages stolen from another Indian store.

OF NEGRO RIOTERS IS DISPERSED BY WHITE POLICEMEN WIELDING HEAVY CLUBS. LATER POLICE AND TROOPS FIRED ON NEGROES AS TANKS PATROLLED STREETS





WOUNDED INDIANS, whose bloodied and battered faces reveal deep resignation or despair, slump against a

wall outside a first-aid station awaiting treatment. Indian third from the left died soon after the picture was taken.



EMBARRASSED LOOTER drops cash register as policeman swings. Warrior costume is mark of ricksha boys.



HOMELESS INDIANS huddle in a municipal refuge after rioters battered down their homes and looted them.

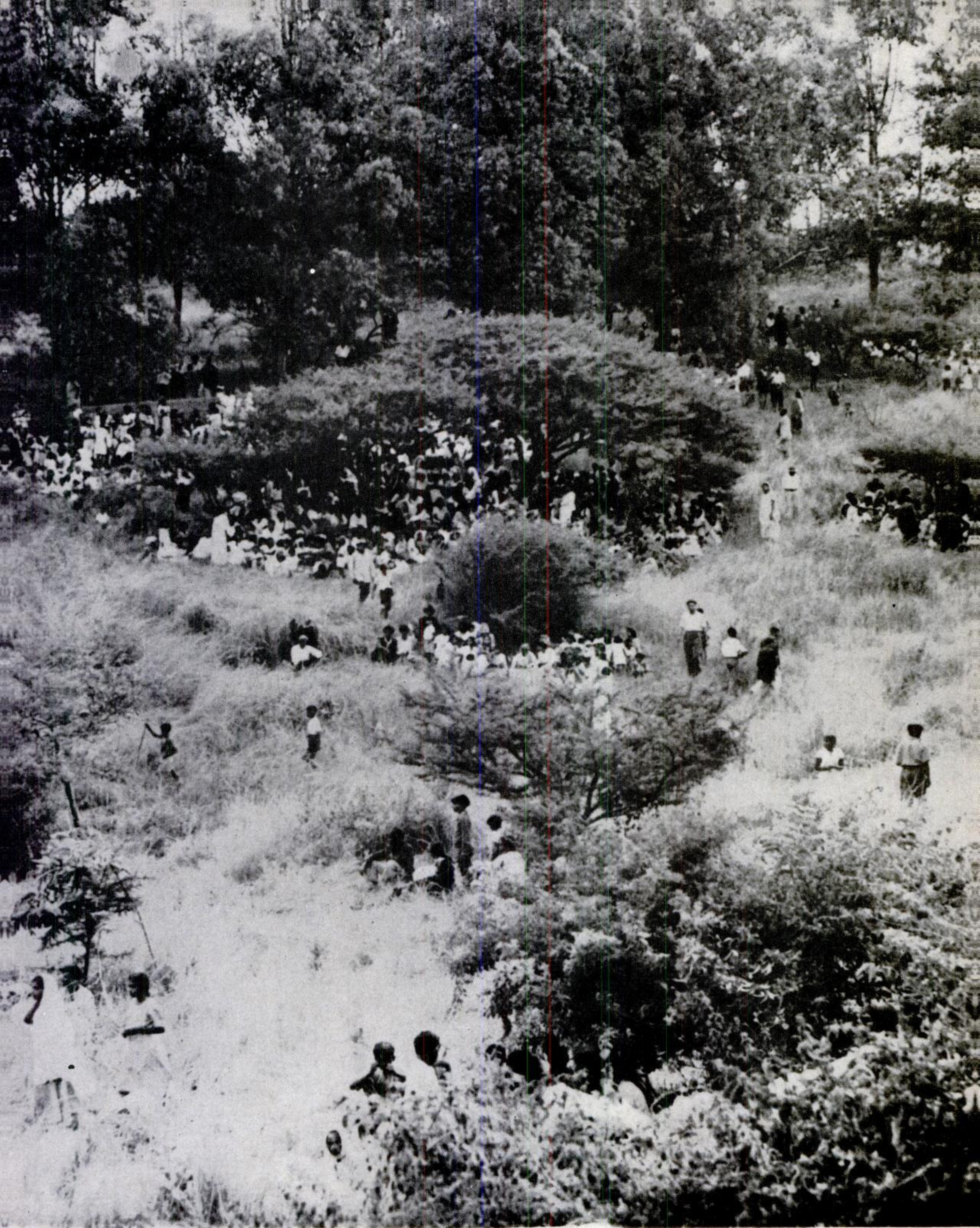


A PLACE OF REFUGE is established for Indian women and girls in an old shed, where many have collapsed to-

gether in a jumble of arms, legs and bodies. Some Indians were burned to death in their homes by the raging mobs.



HUNTED INDIANS fled from Durban to this wooded valley near the city, looking only for a place to hide from



the enraged mobs. The government posted guards around the area while troops and the police forces fought the pil-

lagers in the city. In the week following the Durban riots there were racial flare-ups in other South African cities,

but there was no indication that the government would modify its repressive measures against "non-Europeans."



THE BRIDE-TO-BE CELEBRATES her approaching nuptials at Countess di Frasso's party a few days before wedding. With Miss Christian (*right*) are Count Rodolpo Crespi

and her sister, Ariatna. Count Crespi is married to the former Consuelo O'Connor who, with her twin Gloria, was a prominent member of New York's debutante class of 1947.



BEFORE ALTAR OF THE SANTA FRANCESCA ROMANA CHURCH, LINDA CHRISTIAN AND TYRONE POWER ARE MARRIED BY MONSIGNOR HEMMICK OF ST. PETER'S BASILICA

TYRONE AND LINDA GET MARRIED

Actor Power's church wedding in Rome takes place as his divorce from Annabella becomes final in U.S.

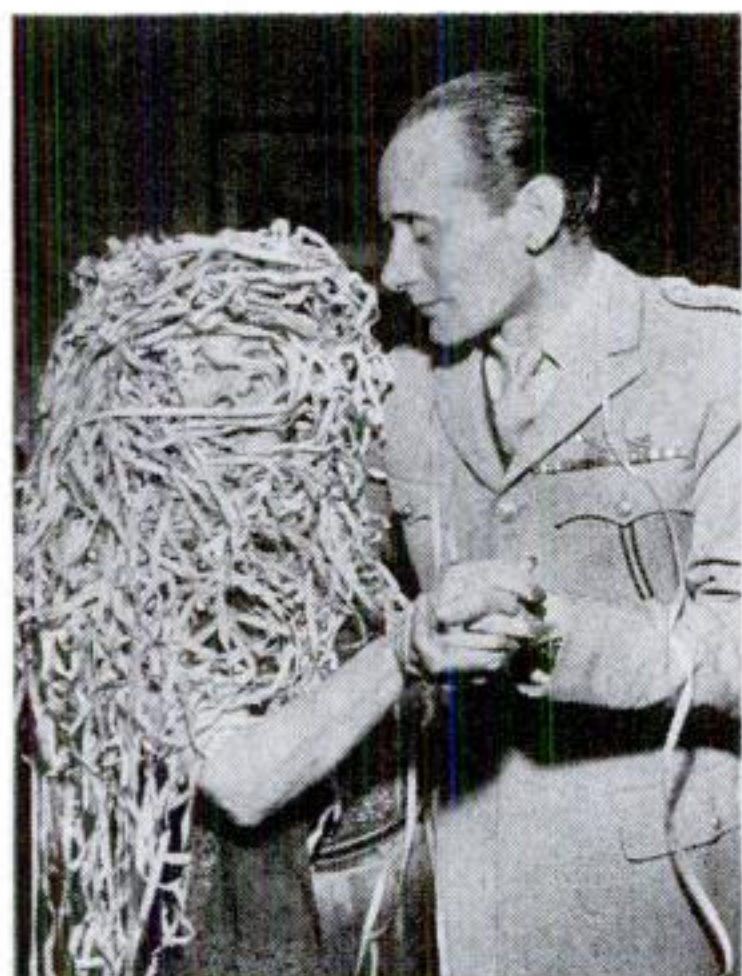
In Rome on Jan. 27 Movie Star Tyrone Power, whom the Italians call "Ty the Magnifico," was married to Movie Starlet Linda Christian, who at one time was billed as the "Anatomic Bomb." For this consummation of their year-old international romance, the lovers had the assistance of the Rt. Rev. William Hemmick, a monsignor and canon of St. Peter's basilica, an ex-football player named Mike Frankovich who held the church doors shut and over 8,000 screaming Italian bobby-soxers who were held in check outside by 1,000 *carabinieri*. After

the ceremony the Powers were received by the Pope.

The marriage ended a courtship only slightly less publicized than that of Rita Hayworth and Aly Khan (p. 51). Before the nuptials Power and Miss Christian were guests at a party given by Countess Dorothy di Frasso and attended by most of Rome's somewhat frazzled nobility. After a slow start the party attained a fine state of exuberance (*opposite*).

Power and Miss Christian were married a few hours before his divorce from Actress Annabella, with whom he also honeymooned in Rome in 1939,

became final. This was all right because he had not married Annabella in the Catholic Church, which regarded his relation to her as one of simple adultery. However, neither Power nor the regular pastor of the ancient Santa Francesca Romana church, where the ceremony was held, were entirely happy about the nuptials. Power had hoped that a cardinal would officiate. The pastor, vigorously fighting off bobby-soxers, told newsmen, "Come back on our feast day. Come back and see the church then, just the church. There won't be any actors here then!"



AT DI FRASSO PARTY the hostess, swathed in confetti, dances with Count Filippo Senni. At right the Princess Torlonia stares wide-eyed and openmouthed at Tyrone.



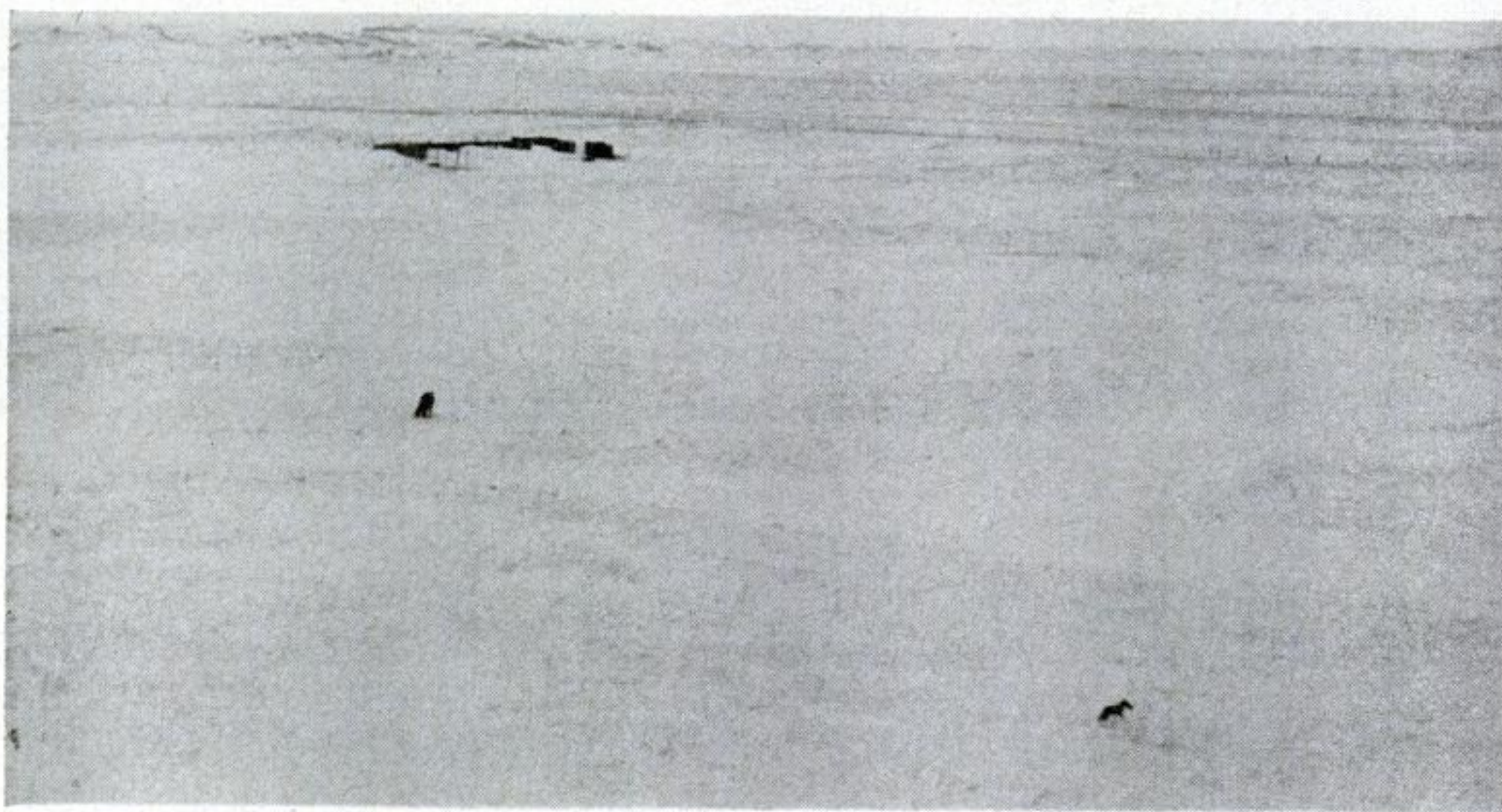
CAKE-CUTTING CEREMONY was identical in both Power weddings. At the left Tyrone is shown with Annabella after 1939 marriage, at right with the new Mrs. Power.





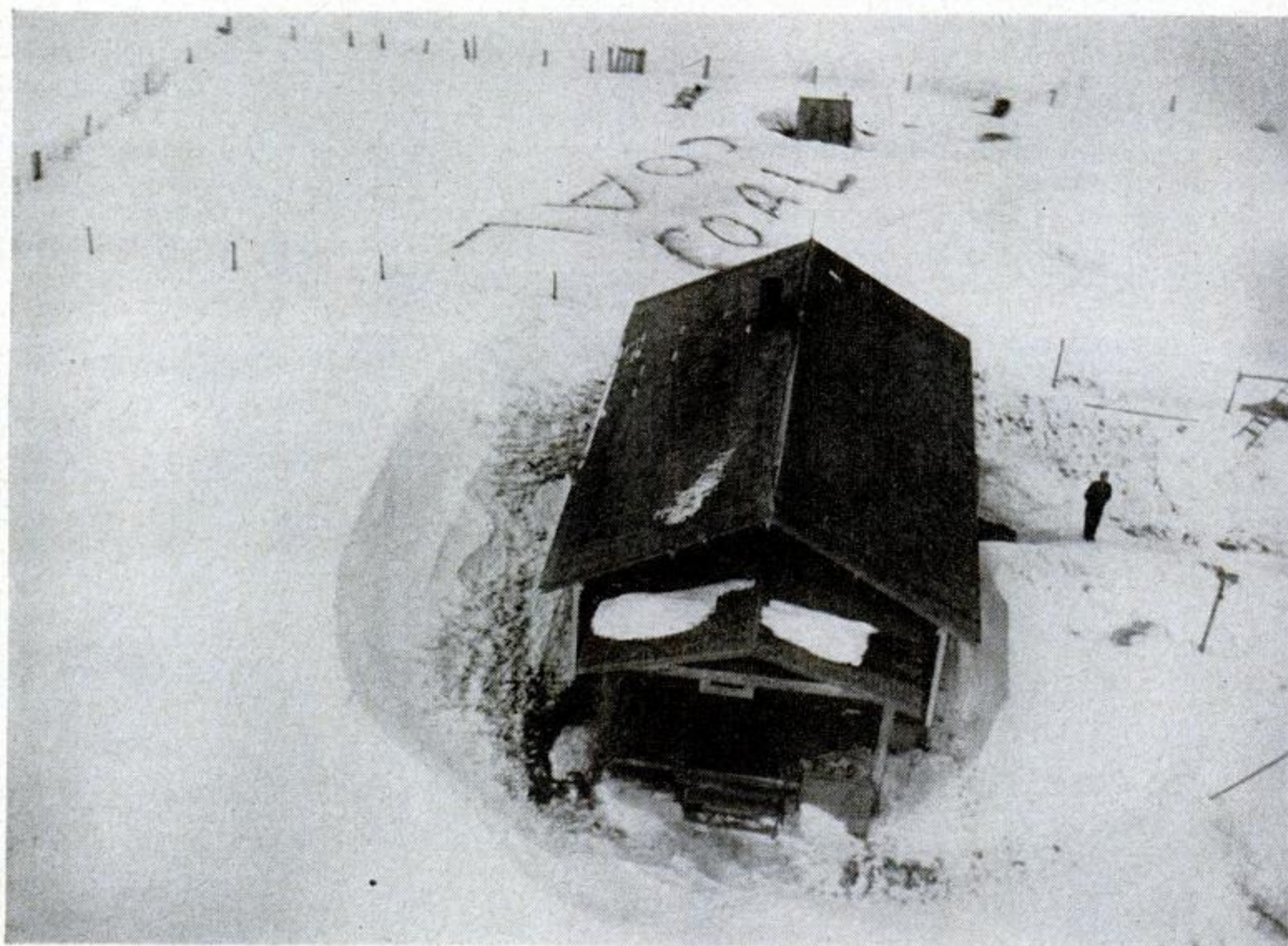
RESCUE PLANE makes a second pass over a Nevada ranch 25 miles from the nearest open road to drop more

bales of hay. Cowboy is rounding up animals, all that remain of herd of 100, to direct them to the unexpected food.



HUNGRY COYOTE, at lower right, stalks a weakened steer which is stumbling over the windswept prairie near

Spoon Butte in Neb. Photograph was made from a rescue plane and the outcome of the chase was never learned.



HUMAN DISTRESS is indicated by this signal beckoning plane to an isolated farmhouse near Alliance, Neb.

The farmer, who was rapidly running out of fuel, stamped out the words by walking back and forth through drifts.



BESIDE A HERD OF SNOWBOUND CATTLE NEAR ELY,

SNOWBOUND CATTLE GET FOOD BY PLANE



NEV. AN AIR FORCE C-82 FLYING BOXCAR CASTS ITS SHADOW AS IT RACES TO THE RESCUE WITH A PRECIOUS LOAD OF BALED HAY TO DROP TO THE HUNGRY ANIMALS

Over the Rocky Mountains and the Great Plains, blizzard piled on blizzard last week. The ranges were covered with 30 inches of snow and the drifts grew taller than a man's head, sealing in the grass and the sagebrush. The cattle and sheep, cold and bewildered, huddled together for warmth but could do nothing about their hunger. Many a rancher, himself isolated in his house and wondering how long the wood and coal would hold out, did not even know

where his herds were, much less how to reach them. Often desperate workers, attempting to hack roads through the thick white blanket with snowplows, found that the wind filled up the pathway as fast as they could make it. There was no way to get to the lost herds except by air, and the Air Force moved in to do the job. The field at Fallon, Nev. suddenly became a busy base for two dozen big Flying Boxcars, capable of carrying 4½ tons of hay each. Whenever

weather permitted, the ground crews thawed out the planes in the 25-below-zero cold and sent them out on a strange bombing mission. Wherever a herd could be found, the pilots swept low and the hay tumbled out. Sometimes rescue pilots even discovered a human victim of the storm (*lower left*). Operation Haylift undoubtedly saved many herds. How many animals it failed to reach would not be known until the snow melted and the carcasses could be counted.



THE OLD WAY IS REPRESENTED BY THESE ORTHODOX JEWS AT JAFFA, HEARING A CAMPAIGN APPEAL FOR A GOVERNMENT BASED ON RELIGIOUS TRADITIONS

ISRAEL COMES OF VOTING AGE

New state chooses middle course at home and abroad

The young state of Israel showed its growing maturity last week. In its first election earnest voters (*above*) chose moderation at home and neutrality in the struggle between the West and Communism. The votes were hardly counted before the previously hostile British government sourly recognized the government of Israel—and the reality of its victory over the Arabs. Several other nations fell in line; no important government is now holding back.

The warfront was quiet under a cease-fire order when some 400,000 Israelis



ULTRA-ORTHODOX Rabbi Meir Levin urged Biblical law for Israel. His view won many votes.



MODERATE SOCIALIST Prime Minister David Ben-Gurion defended his Labor government at Tel Aviv. Foreign Minister Shertok is at right.



ULTRA-NATIONALIST Menachem Beigin, often called a potential dictator, ran way behind.



THE NEW WAY IS PERSONIFIED BY HATLESS YOUNG ISRAELI WAR VETERANS LISTENING SOBERLY TO A SPEAKER'S APPEAL FOR FRIENDSHIP WITH SOVIET BLOC

went to the polls. They gave the moderate socialist Labor party (Mapai) of Prime Minister David Ben-Gurion more than a third of their votes. Bearded orthodox Jews, who campaigned for an Old Testament state under the United Religious Front, and the left-wing United Workers party (Mapam) closely contested second place. The Stern Gang's extremists will be lucky if they win a single seat in the Assembly for their leader, Nathan Friedman-Yellin. Arabs remaining in Israel were allowed to vote under rigid restriction, and the final count

will probably give them one or two Assembly seats. Despite Soviet gestures of friendship to Israel, the Communist party did little better than the Arabs. Ben-Gurion, who takes a firmly neutral position between the U.S. and Russia, will have to form a coalition with lesser parties in order to get established a clear majority.

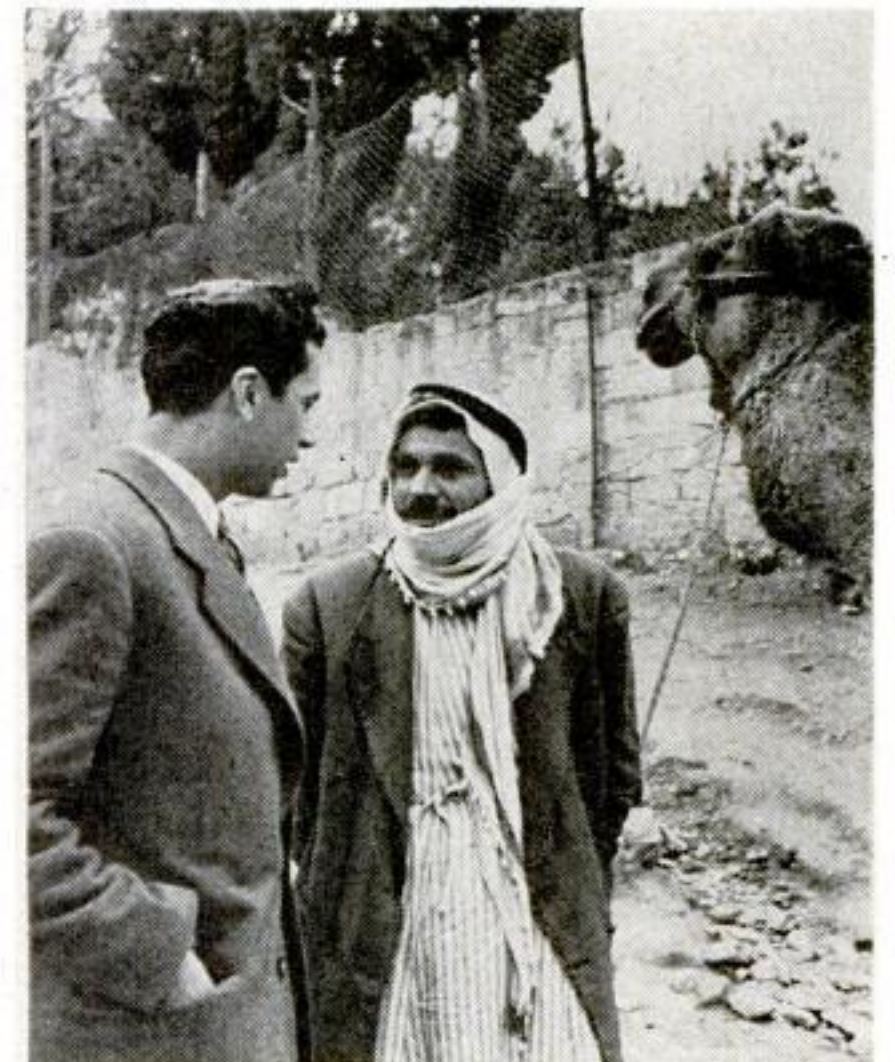
The platforms on which most of the Assembly delegates were elected made one fact stand out: nationalism, not religion, is the cohesive force of the new Israel.



TERRORIST Nathan Friedman-Yellin (left) was in jail during campaign. His party did poorly.



LEFT-WING SOCIALIST Israel Galili of United Workers party demanded vigorous class struggle in Israel. His party ran third in civil vote.



COMMUNIST Saliba Khamis woos Arab voter in Nazareth. Reds got only a few Assembly seats.

1949 CARS

EVEN WITH A BUYERS' MARKET IN SIGHT ONLY DIEHARDS FIND FAULT WITH THEM

"The juke box," said the unmitigated Tory as he walked through the General Motors automobile show at New York's Waldorf-Astoria last week, "has become the motif of our culture. We want everything done in chromium, flashing lights, extruded shapes and plastic contours, and we want it exhibited to the tune of *Ta-ra-ra-boom-de-ay* superimposed on Offenbach. What this country needs is a good sharp corner."

"On the contrary," said the Optimist, "these new 1949 cars prove that the heart of America is sound. You complain that all the GM cars look alike. The Oldsmobile might be mistaken for a Buick; the Chevrolet and the Pontiac have the same body through the middle, and prices tend to overlap. What does that prove beyond the well-known fact that we live in an egalitarian society, where everyone can aspire to the best? To me it's exhilarating to see how the Chevrolet has been styled up to the expensive-car level. A European culture, seeking to score against the aristocracy, would have styled the Cadillac down. Or it would have turned it into a custom-built affair that only a king or a duke could afford."

"But," said the Tory, "in making elegance a common thing GM has defeated the ends of elegance. In the old days there was a car for every taste and a car for every purse. The rich man could buy something with headroom for his top hat. The poor man could get a traveling box on wheels. The cowpuncher could purchase something with axles that would clear the bumps in the coulee, and the farmer had a car that would not come to grief on the stumps in the south 40. Furthermore if you wanted rosewood or ivory inlay work, you didn't have to take chromium or plastic. As for the common man, he had something he could tinker with. You can't tinker with the new Dynaflo transmission of the new 'hard-top,' converti-

ble-type Buick Riviera—which incidentally isn't a convertible—any more than you can tinker with a television set."

"But," said the Optimist, "no one has time to tinker these days, and there's good paving in the coulees and down past the south 40. Top hats have retreated to the Smithsonian, and the poor man is perfectly happy to pick up a used car with a lot of good mileage left in it. You, sir, are still living in the days of the inter-urban trolley and the Stanley Steamer."

"I plead guilty to a hankering for the horse-car," said the Tory. "But I also have the eternal principles of esthetics on my side. These cars may have started out all right, but they look as if someone had sat on them and squashed them out."

"Several years ago," said the Optimist, "you were quoting with approval E. B. White's sarcasm about the car designer who had finally achieved his ambition of making a car into which you could sink without leaving a trace. The complaint then was that you couldn't see the fenders from the driver's seat. Well, look at the new Chevy. You can see out of it—the visibility must be 30% better than it was before the war. You've got room in it—the seats are about 5 feet wide, both front and rear. I could tell you something about front-axle springing, which makes steering easier, but I take it that you don't care for mechanical details. Anyway the new Chevy is safer and roomier. You have to take the bulkier lines of 1949 if you want that extra seating room. But maybe you prefer a car with narrower seats, just to keep the old-fashioned running boards."

"I confess," said the Tory, "to a desire for running boards. They made excellent storage space for tied-on suitcases and bicycles, and the kids had great fun jumping on and off them when you came in the driveway."

"We have outgrown the bicycle age," said

the Optimist, "and kids on running boards were always getting hurt."

While the Tory and the Optimist were chattering at the GM show, other people were talking in more practical terms. When could you buy one of those snazzy-looking Roadmasters with the four "portholes" on the hood? You could probably get delivery in July if you put in your order now, and you aren't required to take all the gadgets. As for the general run of expensive car, the buyers' market was here; you could get a Buick "estate wagon"—or a Lincoln or a Packard—by going into a dealer's showroom. The 1948 "new used" car—the automobile that is bought and driven around the block and resold on a "used car" lot—no longer commands a premium. The sellers' market in old used cars is at an end in some parts of the country, and the end is in sight elsewhere. The sellers' market is still with us for the low-priced Fords, Chevies and Plymouths, but dealers everywhere are telling their salesmen that the day is fast coming when they will have to learn all over again how to scabble for trade.

Last November the easy-to-get market in Michigan was largely limited to Kaiser-Frazer models, to Lincolns, to Packards and to Hudsons. Today you can get quick delivery in manufacturing territory on Nashes, Studebakers, Dodges, Chryslers, Pontiacs and De Sotos. Elsewhere in the nation things depend on local conditions. Dealers report a growing price-shyness, which puts a greater pressure on the low-priced cars. Even with this pressure, says a Chevrolet salesman in Cleveland, "within six months you'll be able to walk into any showroom in town and get immediate delivery."

Most prospective Ford, Chevrolet and Plymouth buyers will be glad when that day comes. But even with a buyers' market looming up Detroit motor makers are looking forward to another whopping year.

SENATE'S CHAPLAIN

THE U.S. MOURNS THE LOSS OF A MAN OF WIT AND REVERENCE

Last week the Rev. Dr. Peter Marshall, 46-year-old minister who opened the daily sessions of the U.S. Senate with a prayer, died of a heart attack. "Are you scar-r-ed of death?" he had exhorted an audience some months previously. "I'm not," he answered in his characteristic Scots burr. "I'm looking for-r-ward to it. I can har-r-dly wait. And I'm not nuts either."

Such anticipatory faith in heaven is rare enough in our times, but even more uncommon is the type of prayer which this evangelistic Senate chaplain used. Most prayers are formal, and the kind of prayer which children learn to repeat by rote often comes to be repeated without comprehension. But when Dr. Marshall prayerfully addressed his God he first took pains to throw the stuffed shirt into the laundry bag. "We confess, our Father," he prayed one day in the chamber of the U.S. Senate, "that we know we need Thee, yet our swelled heads and our stubborn wills keep us trying to do without Thee. Forgive us for making so many moun-

tains out of molehills and for exaggerating both our own importance and the problems that confront us. . . . Amen."

Listening to such humorous and colloquial words from their chaplain, U.S. senators often had the feeling that they were being prayed at as well as being prayed for. "O God, our Father," Dr. Marshall prayed on another occasion, "let us not be content to wait and see what will happen, but give us the determination to make the right things happen. While time is running out, save us from the patience which is akin to cowardice. Give us the courage to stand for something, lest we fall for anything. . . . Amen." This prayer, which Dr. Marshall thought of as "nonpolitical," came in the midst of the European Recovery Program discussion, and doubtless Dr. Marshall took it as the voice of God as well as the voice of the Senate when ERP was passed.

When the legislators gave signs of riding on what he called "the balloon tires of our conceit,"

Dr. Marshall would address his God—and the U.S. Senate?—thus:

"O Lord, our God, where we are wrong, make us willing to change, and where we are right, make us easy to live with. . . . When we have the truth let us not hit each other over the head with it, but rather use it as a lamp to lighten dark places. . . ."

The Senate will miss the probing and refreshing quality of such prayer, which kept the essence of reverence under the outer husk of picturesque speech. But the nation will miss it more. For Dr. Marshall, a Scots immigrant, did not live long enough to effect a national revolution in the art of prayer. We have had many colloquial preachers in America, but they have seldom married colloquialism and wit in Dr. Marshall's way. The minister who could plead with God to "save us from the sins of worrying, lest stomach ulcers be the badge of our lack of faith," deserves the disciples who could make such prayer into a tradition.



GREAT TO GET THAT
FRESH-TOMATO FLAVOR
ONCE AGAIN!



AND PLENTY AT THE
GROCER'S—FIRST TIME
IN YEARS!



*They're coming
back to
Campbell's*

To millions who favor that fresh-tomato flavor,
tomato juice again means Campbell's

First, because the world's finest tomatoes, specially grown for Campbell's, *produce* that flavor. Second, because Campbell's special canning process *retains* it—puts that flavor *in your glass*.

Back before the war, when Campbell's Tomato Juice was in full supply, folks made it the *largest-selling tomato juice in America*. So no wonder, with stocks full again, they're coming back to Campbell's. Get some. You'll taste the difference!



*Fresh-Tomato Flavor
—that's why folks choose Campbell's!*

Campbell's TOMATO JUICE

LOOK FOR THE RED-AND-WHITE LABEL



New way to fix the
World's Sweetest Peas...



Four out of every five buyers of Birds Eye Peas prefer them to *fresh* peas (or say they taste every bit as good)!

You see, Birds Eye Peas taste the way peas *should* taste, and so seldom *do* this side of the farm...

... just-picked... June-sweet... uniformly tender.

Folks want to serve the luscious, young green beauties *so* often, Birds Eye has created an exciting, "for a change" way to fix 'em—*Birds Eye Peas Orientale*. Do try the recipe. It's *easy*.

Birds Eye shells and washes the peas for you. Seals in all their country goodness and nutrition *immediately* after the harvest. They're really *farm-fresh*—so farm-fresh, they cook in about 5 to 7 minutes!

And Birds Eye Peas are a true-bargain buy. One box of Birds Eye *equals* 2 pounds of peas in pods. Yet Birds Eye costs only a penny or two more a box than ordinary quick-frozen peas. You must try them *tonight* the new way.

RECIPE FOR

BIRDS EYE PEAS ORIENTALE!

(Super-swell with Birds Eye Chicken!)



1 box farm-fresh
Birds Eye Green Peas



3 tablespoons
butter



¼ cup blanched
almonds, slivered



1½ cups sliced
fresh mushrooms*

Cook the tender, sweet Birds Eye Peas as directed on package. (Takes about 5 to 7 minutes!) Drain. Sauté slivered almonds lightly in the butter. Remove almonds and sauté mushrooms in butter remaining in skillet. Combine peas, almonds, and mushrooms. Makes 3 or 4 servings of the tastiest vegetable dish that ever went to the table with a fine, plump Birds Eye Chicken—or a simple omelet!

*If desired, 1 can (4 ounces) sliced mushrooms, drained, may be substituted. Heat mushrooms in the butter.



Product of
General Foods



MOTHER AND FATHER DAY, WITH THEIR SONS, SPEND AN EVENING WITH BOOKS, EMBROIDERY AND EACH OTHER

At Home With the Days

THEIR DIVERTING FAMILY AFFAIRS GO ON IN "LIFE WITH MOTHER"

The members of the Day family, back now on Broadway in the successful *Life With Mother*, are fascinating people, always getting in and out of predicaments. But they have another charm for Americans, who, as they see the loosening of their own family ties, turn with warm and wishful feelings back to the time when families, for all their minor squabbles and tempests, were solid and secure. Here the Days sit in their

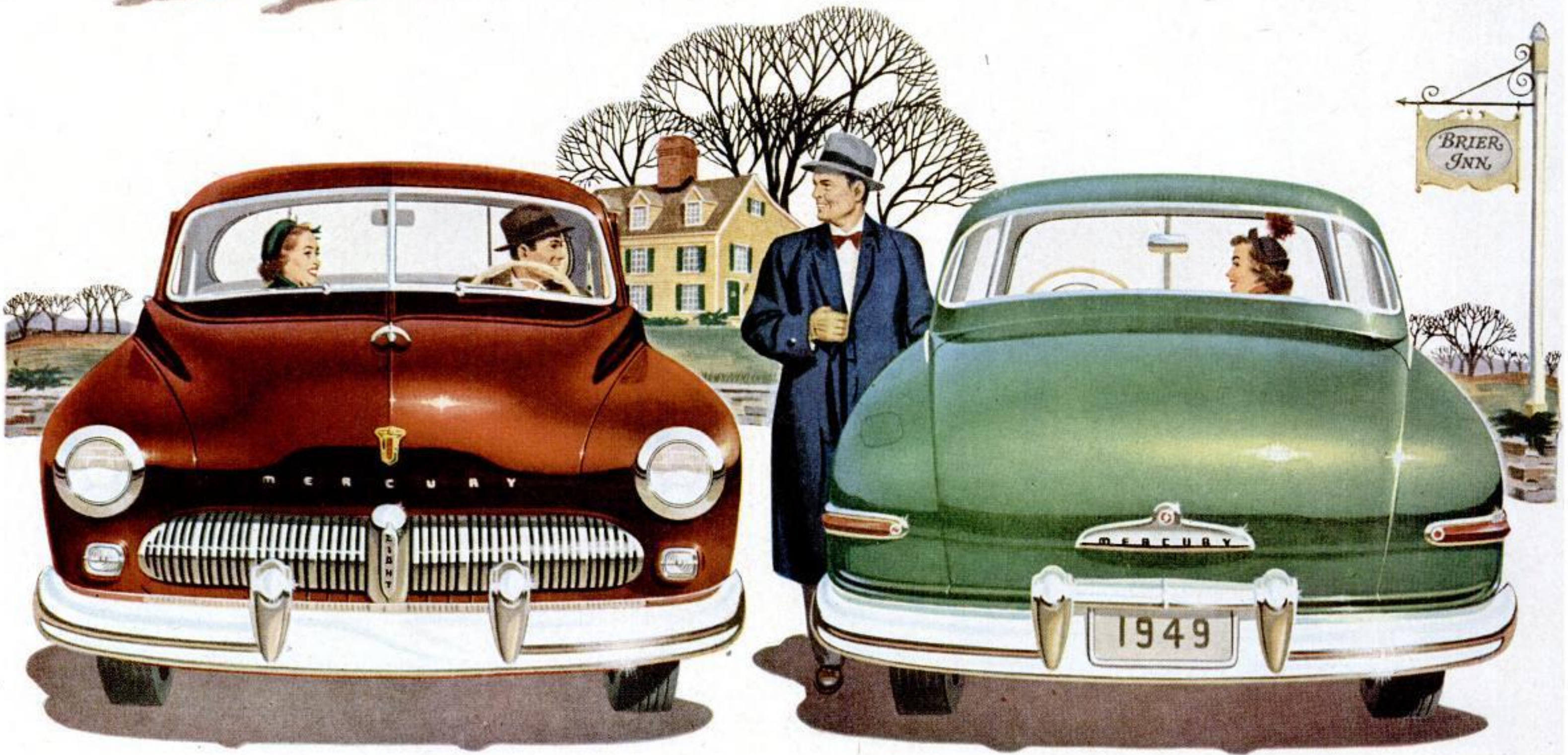
stage living room, the symbol of a vanishing way of life. If the play's run comes near *Life With Father's* record-breaking seven years' stay on Broadway, there will be many cast changes. For the record, therefore, LIFE here presents the original Days of *Life With Mother*: Dorothy Stickney and Howard Lindsay as Mother and Father, and (left to right) Robert Wade, Robert Antoine, John Drew Devereaux, David Frank as their sons.

"It's a honey-every-way you look at it!"



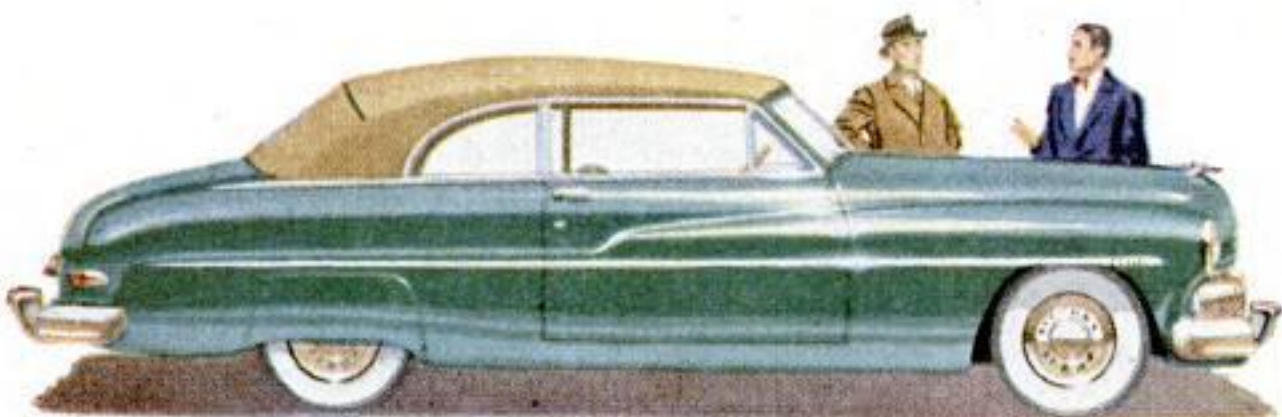
THAT'S WHAT OWNERS SAY ABOUT THIS HANDSOME, NEW 1949 **MERCURY**!

*Any way it strikes your eye, this long, low 1949 **MERCURY** is bound to strike your fancy! From massive, gleaming grille to sweeping trunk, it's a honey! Yes, a honey! Owners say it has the sweetest-looking lines of any car today. And it has!*



Make your next car

MERCURY



White side-wall tires and rear wheel shields are optional

YOU'LL get the finest of *styling*—and everything else — in your 1949 Mercury.

For it's one 1949 car that's already been *road-proven* for millions of miles.

Your new road-hugging Mercury also has such features as: A powerful new 8-cylinder, V-type engine with

surprising *economy*! Front coil *springing*! A truly restful "comfort-zone" *ride*! Easier *steering*! "Super-safety" *brakes*! Softer, broader *seating*! Increased *visibility*, too!

See it — and you'll say: "*It's Mercury for me!*"

LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY



THIS IS A VIEW OF WALTER GIESEKING THAT AMERICAN CONCERTGOERS WILL NOT SEE THIS YEAR. HERE HE TESTS THE PIANO HE WAS TO PLAY IN NEW YORK

GIESEKING GETS THE GATE

Pianist who worked for Nazis comes all the way to New York but returns without playing a note in public

Walter Gieseking was confident two weeks ago that all would go well at his first New York concert in 10 years. Despite the people who objected to his wartime record as a musical supporter of Hitler, the German pianist had finally been permitted to come to the U.S. He tried out a piano (*above*) and liked it. His program was set. Carnegie Hall was sold out. Then, four hours before concert time, the Department of Justice moved in and said it wanted to investigate Gieseking's Nazi activities further. The concert was canceled. Americans lost the chance to see Gieseking's hulking (6 ft. 2 in.) form huddled over the keyboard and to hear him

play the sensitive, inspired music which has made him one of the two or three greatest pianists alive.

The cancellation was a climax to a bitter controversy on the question: Is an artist above politics? When the war ended Gieseking, along with other famous musicians like Flagstad and Furtwängler, was damned for having helped the Nazis. The American Military Government blacklisted Gieseking because "he permitted himself to be used as a cultural agent of the Nazi propaganda ministry." He had performed willingly for Nazi organizations, had been sent to occupied neutral countries as a musical ambassador. In letters he

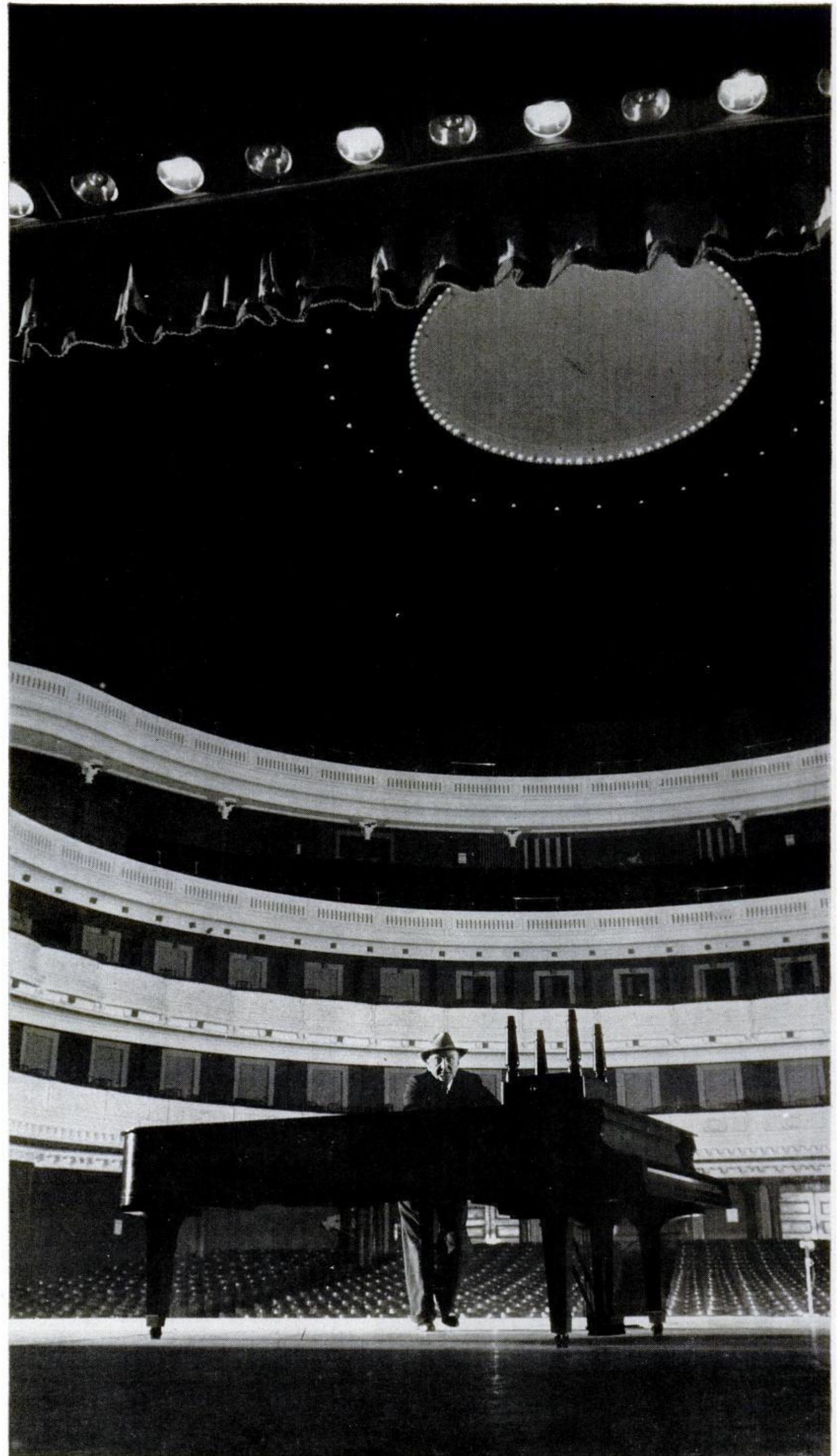
praised Nazi organizations and heiled Hitler. To all this Gieseking simply replied that he was never a Nazi party member and that as an artist he was not concerned with politics. Cleared by a local German denazification board, he was allowed to give concerts in France and England, finally wangled a visa from the U.S. State Department.

But a final outburst of protest brought action from the Department of Justice. Offered a full hearing, Gieseking refused to stay and defend himself. The next day he boarded a plane for France and, turning angrily, cried, "There is more freedom in France than in America. *Vive la France!*"

LOOKING
for SOMETHING
?



To find the products
you need use the
YELLOW PAGES
OF YOUR TELEPHONE DIRECTORY



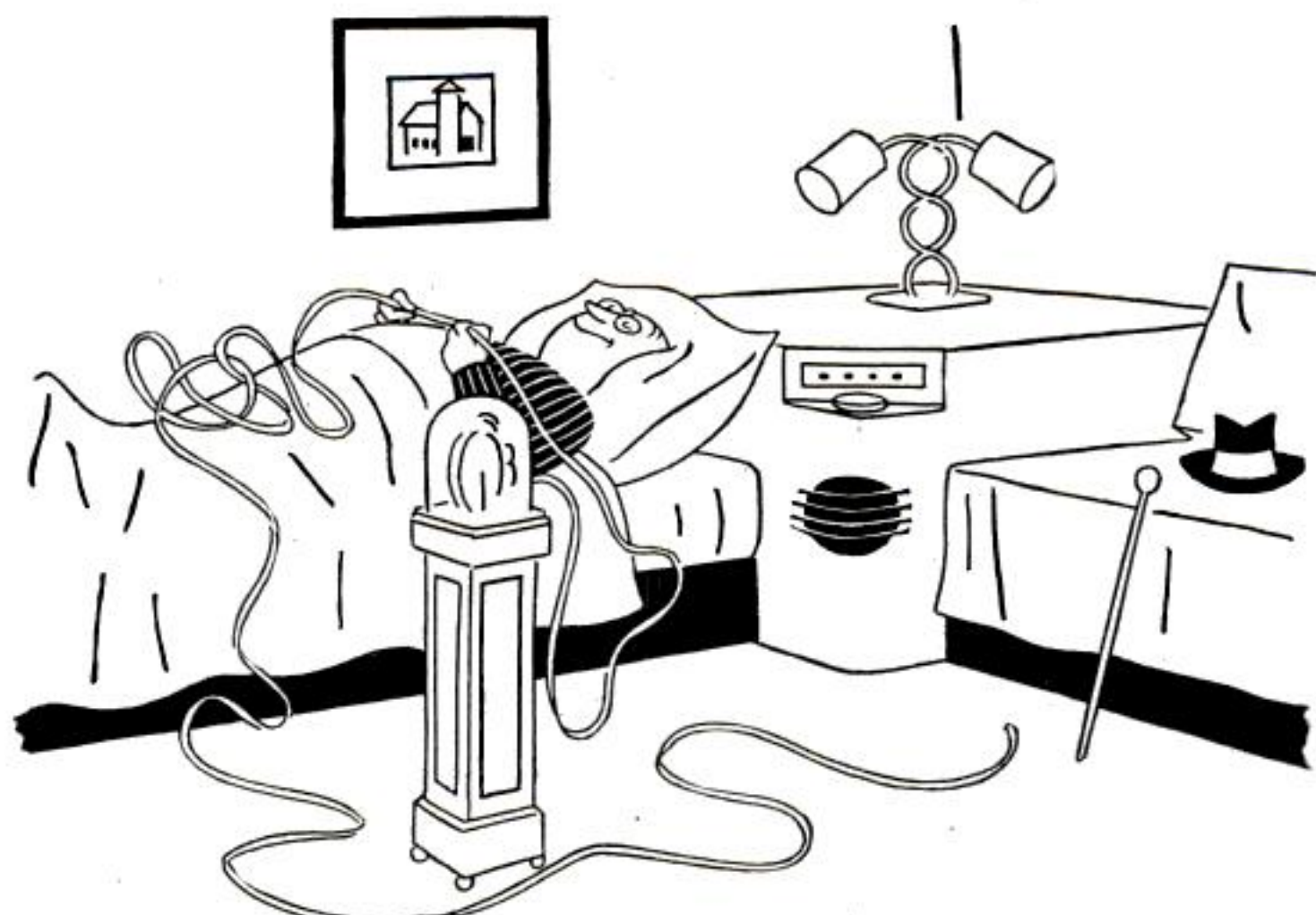
AT CONCERT TIME in empty Carnegie Hall a night watchman wheels away the piano on which Giesecking was supposed to play. All of the hall's 2,760 seats had been sold two weeks before.

Money was refunded to the ticket holders the following morning. Giesecking's manager had to pay \$750 rent for the hall and also had to cancel Giesecking's entire tour of 25 cities in the U.S.

CONTINUED ON PAGE 46



1. Frugal Fred, a financier and banker of renown,
Knew what a dollar *should* be worth, so when he came to town
He looked for honest value—and he found the values best
At friendly Hotel Statler, where you really *are* a guest.



2. "My money brings a big return in Statler's room," he said.
"Soft chairs, good lights, a radio, and *A-A-AH* that Statler bed
With its eight hundred springs and more—one guess what I intend.
You just can't buy a better sleep no matter what you spend."



3. He soaked in Statler's steamy tub . . . he counted all the soap.
"This wealth of snowy towels," he cried, "is all for me, I hope.
Excuse a poor financial pun—I blush as I declare:
I'm *bullish* on the Statler bath, although of course I'm *bare*!"



4. His dinner at the Statler pleased the frugal financier.
"Your food is *great*, your prices *fair*, and both deserve a cheer!
A banker likes deposits, so it isn't strange," said he,
"I like a lot of Statler food deposited in *me*!"



5. "When time is money," Fred exclaimed, "you surely save a lot
By being in the heart of things at Statler's central spot.
In fact, in almost every way the Statler, to my mind,
Is sure the best investment any traveling man can find!"



STATLER HOTELS: **NEW YORK** (FORMERLY HOTEL PENNSYLVANIA)
BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON
STATLER OPERATED **HOTEL WILLIAM PENN • PITTSBURGH**

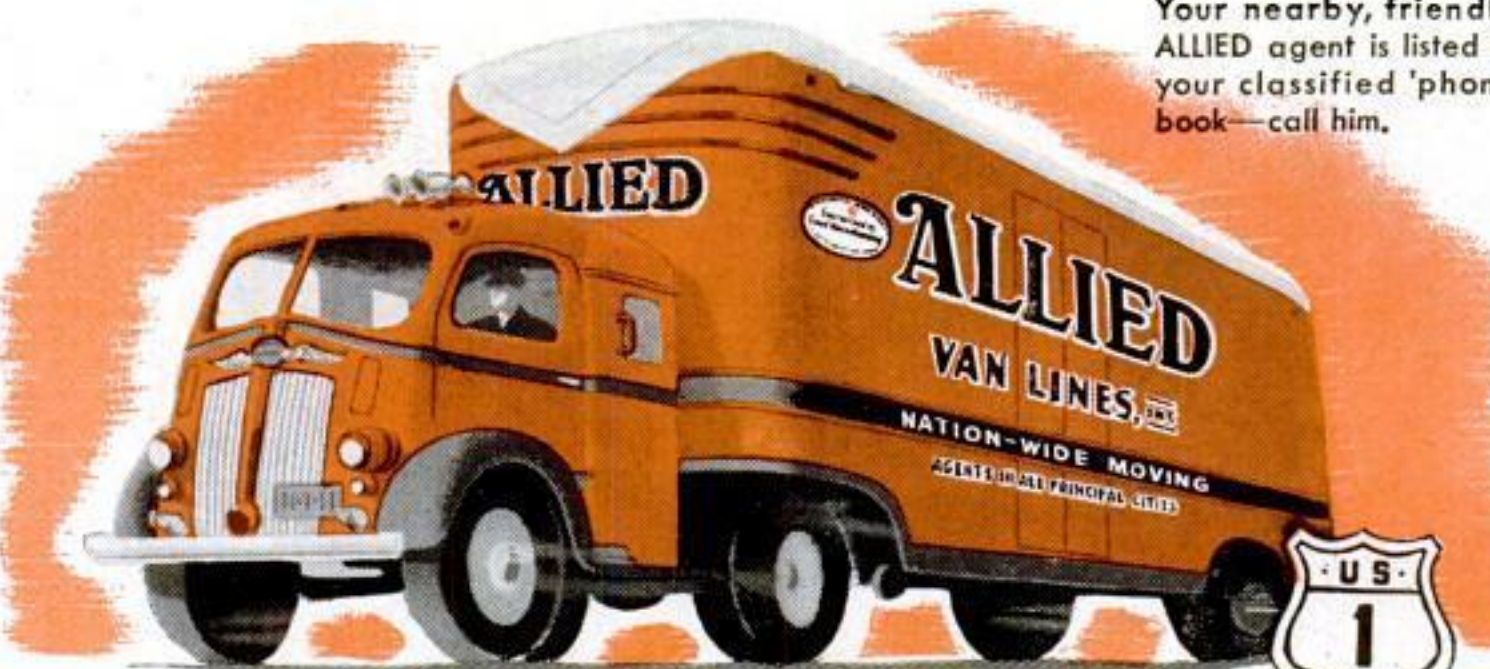
"ALLIED has it!"

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
 IF NOT AS ADVERTISED THEREIN

NOW ALLIED VANS display the Good Housekeeping Guaranty Seal

"One of the big reasons why I made up my mind to move the ALLIED way was the Good Housekeeping Guaranty Seal on their vans. I felt extra certain our things would be safe—and they were. My ALLIED agent was certainly helpful. I depended on him to handle every detail, and he did. It's no wonder ALLIED has the Good Housekeeping Guaranty Seal."

Your nearby, friendly ALLIED agent is listed in your classified 'phone book—call him.



ALLIED VAN LINES, INC

WORLD'S LARGEST LONG-DISTANCE MOVERS

... Number 1 on U.S. Highways!

Giesecking CONTINUED



OUTSIDE CARNEGIE HALL pickets from veterans' and Jewish organizations parade. Sign refers to Ilse Koch's notorious lampshades of human skin.



IN HIS HOTEL Giesecking is closeted with immigration officer (rear). He laughed at questions of returning to the U.S. "Such trips cost money," he said.



ON THE PLANE for Paris, Giesecking takes a last look at New York. A reporter asked how it felt to be leaving so soon. "It's not fit to print," he snapped.

Smoke a **LUCKY** To feel your **LEVEL** best!

Luckies' fine tobacco picks you up when you're low . . . calms you down when you're tense!



Luckies' fine tobacco puts you on the right level—the Lucky level—to feel your level best, do your level best.

That's why it's important for you to remember that LUCKY STRIKE MEANS FINE TOBACCO—mild, ripe, light tobacco that makes a thoroughly enjoyable smoke. No wonder more independent tobacco experts—auctioneers,

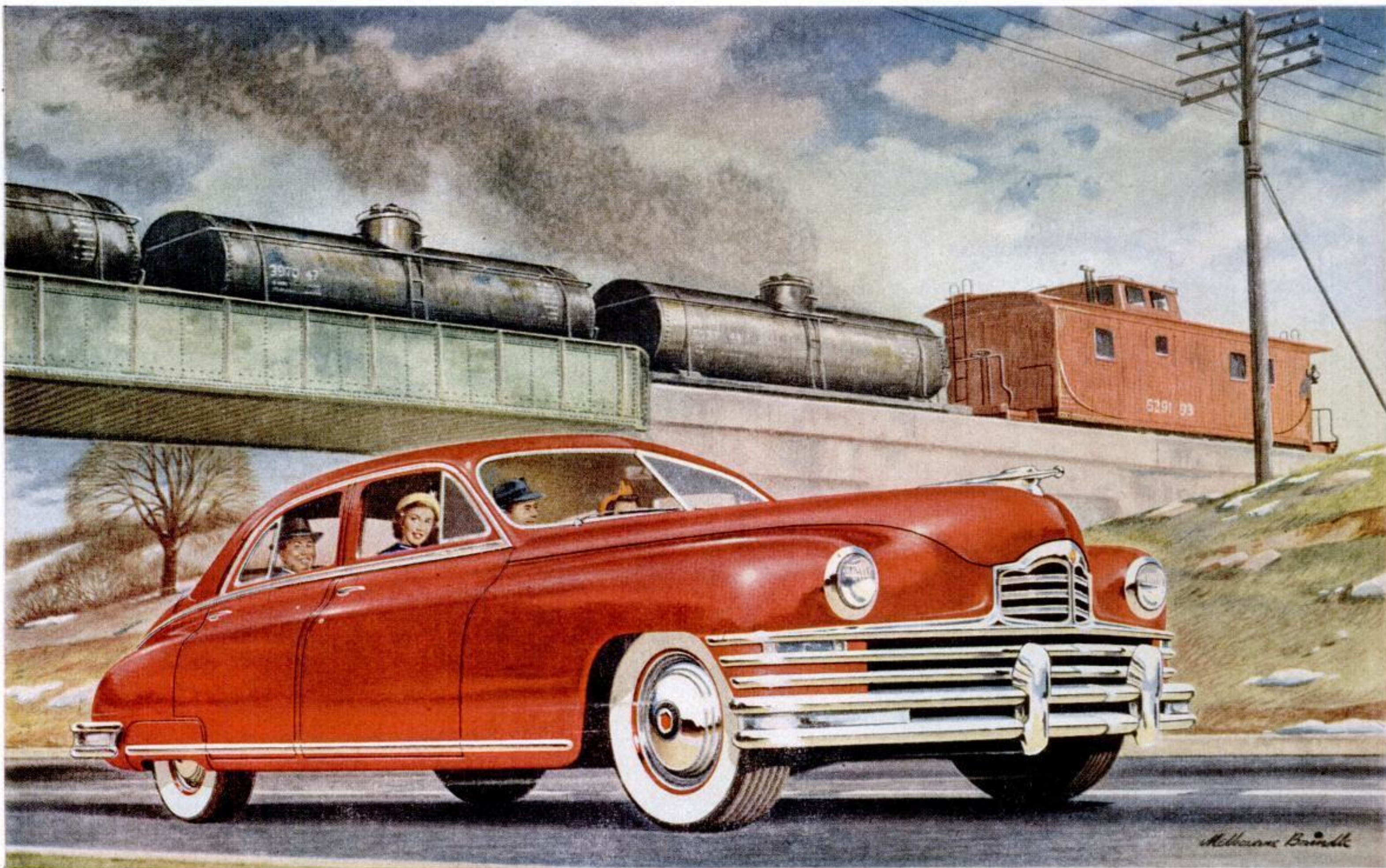
buyers and warehousemen—smoke Lucky Strike regularly than smoke the next two leading brands combined.

Light up a Lucky! Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. So get on the Lucky level where it's fun to be alive. Get a carton of Luckies and get started today!



COPR., THE AMERICAN TOBACCO COMPANY

L.S./M.F.T. — Lucky Strike Means Fine Tobacco



How to make *today's* gas a performin' fuel!

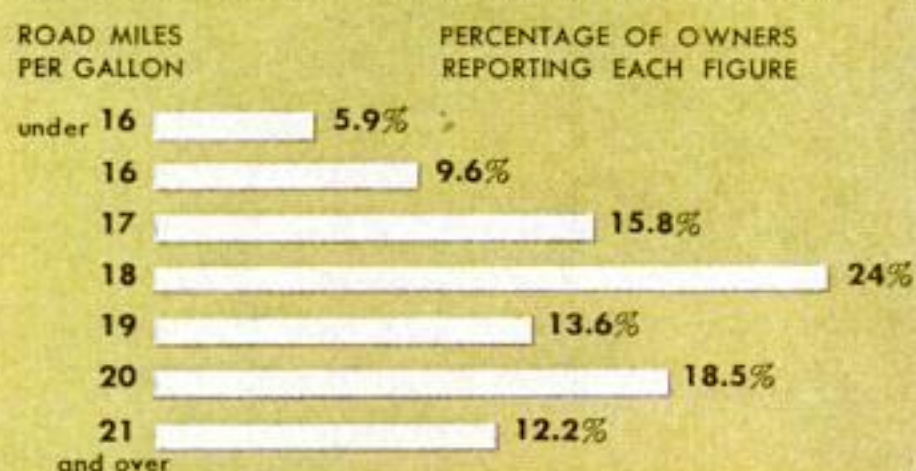
As every motorist knows—new, finer-than-ever grades of gasoline are coming . . . sometime in the *future*.

Meanwhile, Packard has glorified the gallon you get *today* at your corner gas station!

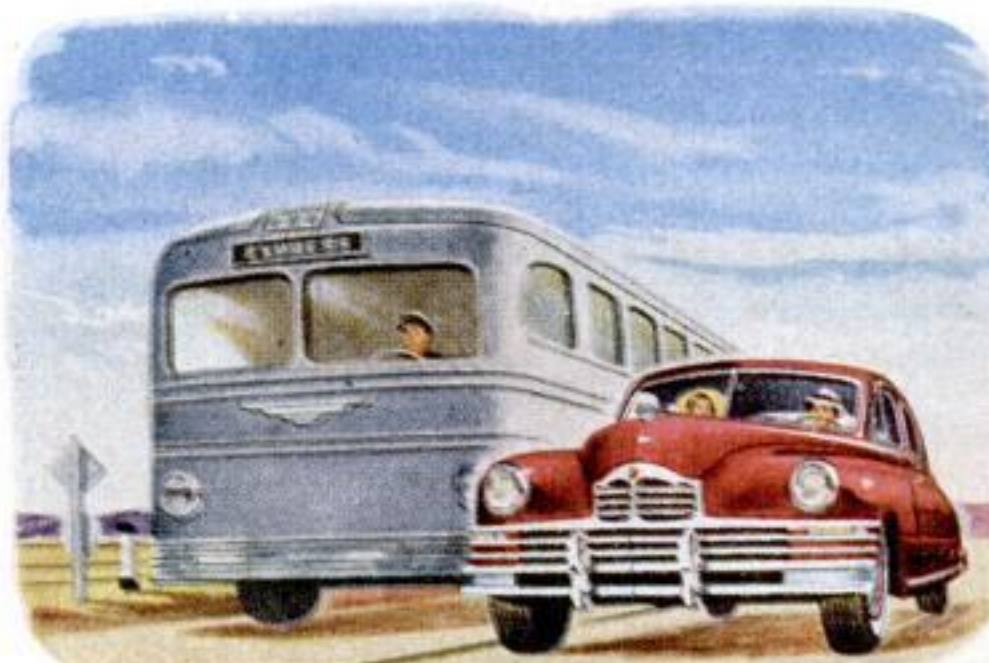
"Free-breathing" engine design—born of Packard's war-time experience powering all the PT boats, and America's fastest planes—makes today's gas give up its power more smoothly, more responsively . . . and with almost unbelievable new thrift!

Just look at the actual figures below.

Report on 130-HP Packard Eight, with overdrive*



Gas-mileage report—based on a national survey among new Packard owners. Variations are caused by differences in speed, terrain, temperature, and individual driver habits.
*Optional equipment, at moderate extra cost.



"Safety-sprint" reserve power steps you ahead of other cars, ahead of fast trucks and busses . . . into the clear. And you'll get an extra thrill from the soothing *smoothness* of Packard precision-built power.



Quality note: Packard precision-built quality is at an all-time high—proved by the fact that service needs of the new Packard Eights are the lowest in Packard's 49 years of fine car manufacturing.

130-HP EIGHT • 145-HP SUPER EIGHT • 160-HP CUSTOM EIGHT

PACKARD

ASK THE MAN WHO OWNS ONE



PRETTY MARTHA MITCHELL SKIS AT 30 MPH OVER CALM WATER AT FLORIDA'S CYPRESS GARDENS. AT TOP APPEAR REFLECTED CLOUDS, AT BOTTOM BOAT'S WAKE

WATER SKIING

An expert gets a fine shot of it

Every year at this time U.S. newspapers begin to fill up with pictures of water skiing, aquaplaning and other water frolics calculated to take the chill off winter. A major production center for this kind of photography is Cypress Gardens, Fla. where thousands of such pictures are made in a week. Recently the efforts of one photographer, Tram-

mell Pickett, paid off in the dramatic picture shown here. Combining glassy water and fast, close action, it is the definitive shot of water skiing. Pickett used a special \$5,000 duralumin rig which allowed him to shoot down from an elevated platform on the boat towing Skier Martha Mitchell. She covered 45 miles to produce this one picture.



©1949, P. A. C. B.

Good things happen over Coffee...



Over the coffee long ago,
We planned this lovely day—
And over coffee, we wondered when
You'd finally come our way . . .

It's been a year since you've been here,
And as your next year starts—
We still have coffee in our hands,
While you are in our hearts!

WANT TO MAKE DELICIOUS COFFEE? For Standard Coffee Measure and complete directions for brewing coffee by all methods, simply send 10¢ to Pan-American Coffee Bureau, P. O. Box 78, New York 8, N. Y.



Look for this Seal of Recommendation on the Coffee Maker you buy.

PAN-AMERICAN COFFEE BUREAU • Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • El Salvador • Guatemala • Honduras • Mexico • Venezuela

PEOPLE

RITA HAYWORTH AND ALY KHAN END THEIR THREE-MONTH FLIGHT



AT CANNES THE BEGUM, THE AGA KHAN'S FRENCH WIFE, TAKES PHOTOGRAPH OF ALY AND HER FUTURE DAUGHTER-IN-LAW

On the French Riviera, Rita Hayworth and Aly Khan stopped running and turned beaming on Jan. 22 to meet the press. They were going to be married. With this anticlimactic announcement they had ended a three months' chase that has left a trail of weary, frustrated newsmen from the U.S. to France.

The chase began in October when Rita, wife of Orson Welles, appeared in Hollywood with Aly, husband of an English woman. This excited great interest because she is "The Love Goddess of the 20th Century" and "The Least Cooperative Actress of 1948" while he is the son of the enormously wealthy Aga Khan.

From California the chase went to Mexico, where the pair suddenly appeared and then vanished into a series of well-guarded hotels. When they finally emerged they outwitted scores of waiting photographers and flew to Cuba, where *Prensa Libre* gurgled, "[She] . . . has the most

extraordinary sex appeal. . . . She and Khan traveled together . . . like brothers."

From Cuba the pair doubled back to Hollywood. There Rita was suspended by Columbia for refusing to pause to make a movie. On Dec. 15, joined by her 4-year-old daughter Rebecca, they sailed for Europe, where they dodged more photographers. In London the *Sunday Pictorial* cried, "Does she imagine that by trailing Rebecca after her, she lends an air of domesticity . . . to her irresponsible jaunt?" (This was echoed by outraged U.S. women's clubs, which threatened to boycott Rita's future films.)

But in the end the Aga Khan, thrice married himself, had no objection to Aly's choice. Rita's daughter got along fine with Aly's two sons, too. Even the worn-out photographers were somewhat cheered. They got their pictures and then discreetly retired to let the shy young couple try to decide what to do on their honeymoon.



FAMILY GROUP includes the Aga Khan, his wife (right) and the young couple. At the left is the Guaranty Trust Co.'s Joshua Campbell, an old friend who handles one of the Aga Khan's many bank accounts.



*Sleep in
peach-hued luxury
—smooth, soft-toned
... delicious*

Dress your bed in Pequot's luxurious peach percales. Then dream you're cradled in the gentlest treetops... lulled by the whispering evening breeze. Thrill to the cool, incredible smoothness of these loveliest of sheets... woven from extra-long cotton fibres, over 200 threads to the inch, fine combed to silken-softness, woven to exquisite perfection.

*Available in Green • Peach • Airway Blue
Pink • Dusty Rose • Candlelight Yellow • and White*

PEQUOT *fine combed* **PERCALES**

MORE THAN 200 COMBED THREADS TO THE INCH

Pequot Mills, Salem, Mass.
Makers of Pequot Muslins,
America's Most Popular Sheets



PEOPLE CONTINUED



DUSSELDORF RED

The happy gentleman on the shoulders of the happy crowd above is Western Germany's boss Communist, Max Reimann. Bungling British authorities in Düsseldorf had provided him with a propaganda triumph. Unable to find solid proof of their charge that Reimann had incited Germans against pro-Western German politicians, the authorities had to postpone his trial, to the delight of 600 noisy Communists. Afterward, shouting "Long live our Max" and singing the *Internationale*, they carried Reimann through the streets. "It's not our fault," said happy Max Reimann, "if other people do silly things."



BROOKLYN PINK

For a year vestrymen of Brooklyn's Holy Trinity Protestant Episcopal church have tried to fire their assistant rector on ground that he is pro-Russian. The rector, Dr. John Melish, has stood in the way. The assistant is his son, the Rev. William Melish. Both are shown with the Very Rev. Hewlett Johnson (center), England's "Red Dean." Last week vestrymen asked their bishop to oust the father for refusing to oust his son.

CONTINUED ON PAGE 54



Kingsize pictures are 2½ times bigger—
126 square inches!

There's MORE to see today in television
and RCA Victor shows it to you better!



Television sound is static-free FM
through the famous
"Golden Throat" tone system!

You follow every play—
pictures are locked in tune
with sending stations!



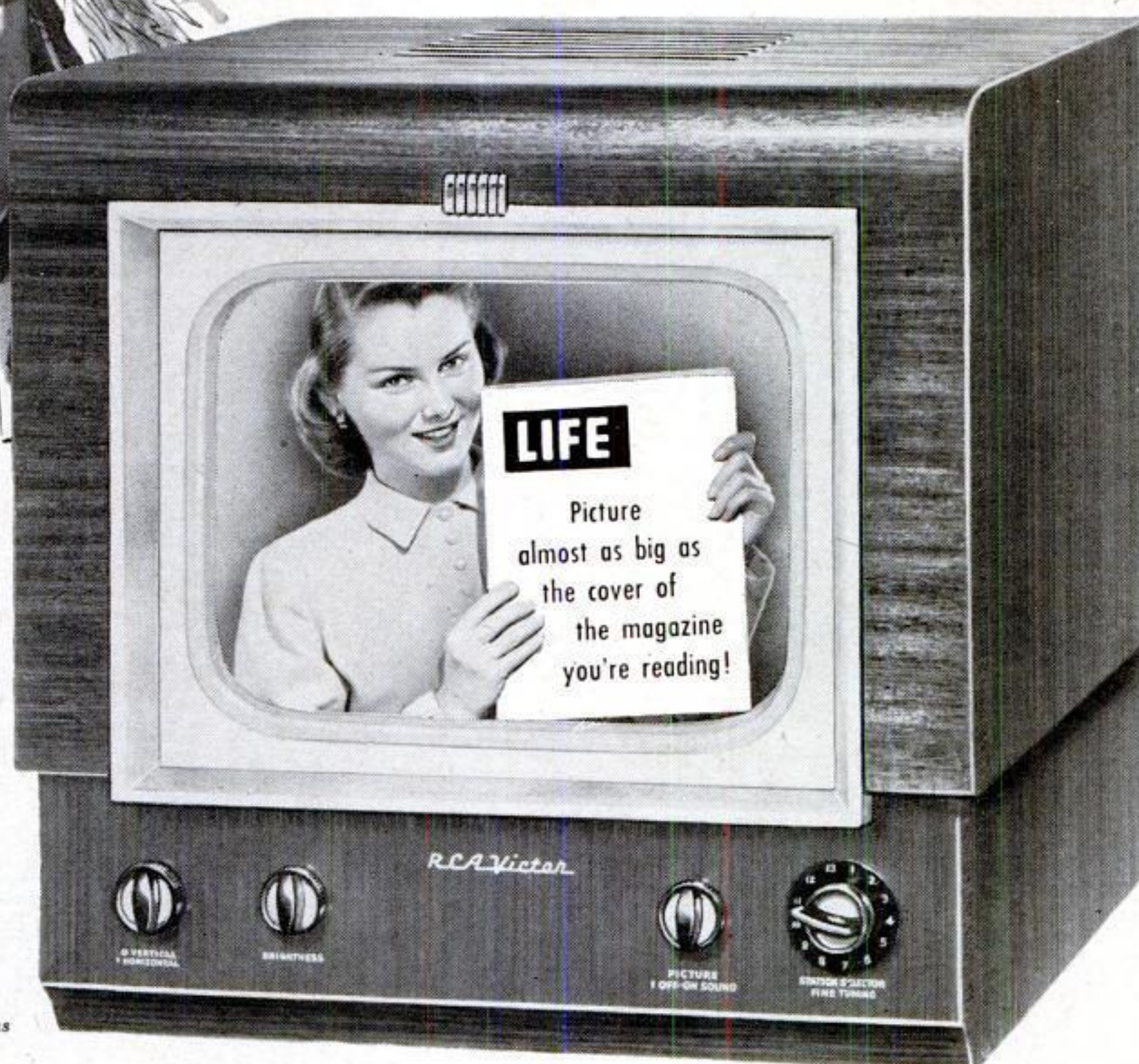
Big console-size
speaker!



RCA Victor 8T270

Kingsize pictures—126 square inches
big. But that's not all! These are
Eye Witness pictures—brilliant,
clear, steady, actually *locked in tune*
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ture Synchronizer. Powerful circuits
adjust *automatically* to television
signals of varying strength. New
Multi-Channel Automatic Station
Selector, improved controls, make
tuning simpler, easier than ever.
Mahogany or walnut finish. Blond
slightly higher. AC. **\$495.00†**

Installation extra* plus
excise tax \$1.85



Tuning
is simpler,
easier than
ever!

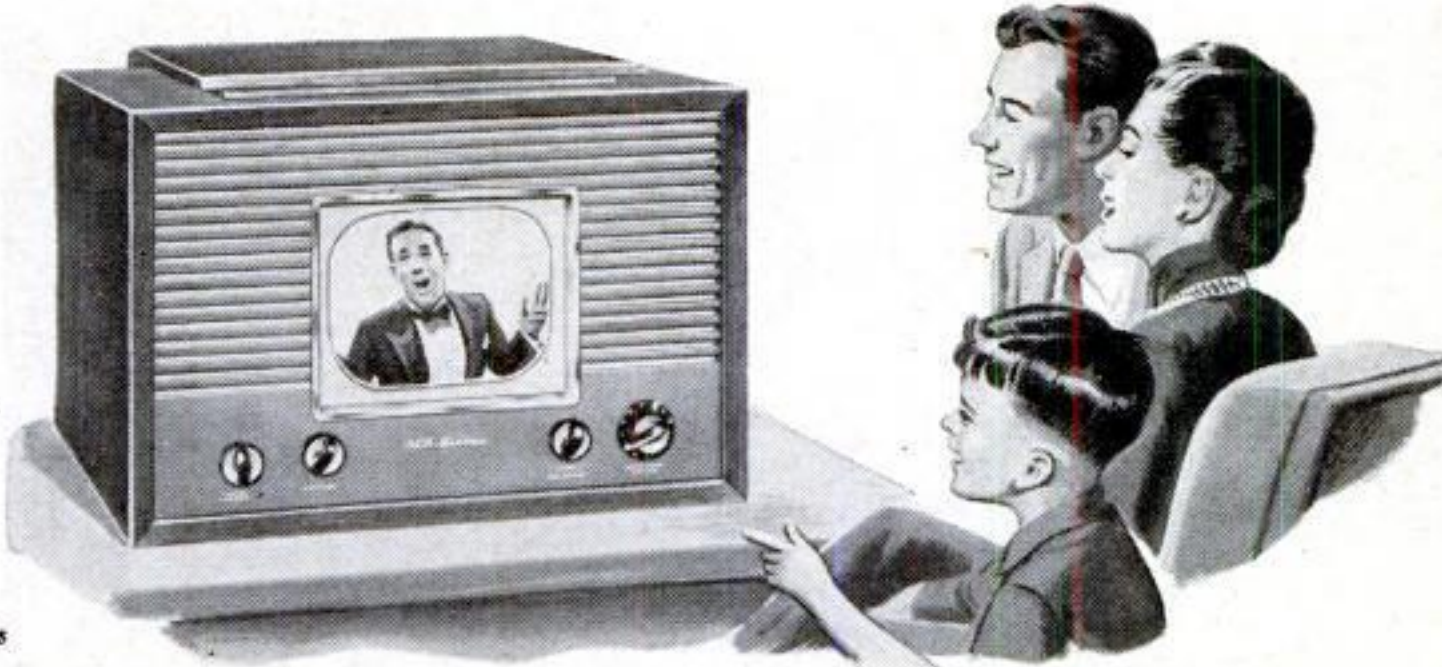


HERE IS KINGSIZE RCA VICTOR



Here's the "Onlooker," with RCA
Victor's powerful new circuits and
a standard, 52 square inch picture
size—big enough for a roomful of
people to enjoy—and priced to make
now the time to start enjoying it!
Has the Eye Witness Picture Syn-
chronizer, simplified, improved con-
trols, new Multi-Channel Automatic
Station Selector. AC. Mahogany or
walnut finish. Blond, slightly higher.
RCA Victor 8T243. **\$349.50†**

Installation extra* plus
excise tax \$1.59



*Installation by experts of RCA's own service organ-
ization, the RCA Service Company, is yours when
you purchase the RCA Victor Television Owner
Contract. This optional Contract also covers all
charges for antenna and it guarantees you a full year
of fine Eye Witness performance. No other company
offers such extensive television service facilities.

†All prices subject to change without notice. Zone 2
prices slightly higher.

SEE YOUR RCA VICTOR TELEVISION DEALER
FOR A DEMONSTRATION AND FREE BOOKLET

RCA VICTOR  
DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO...FIRST IN TELEVISION

"The softest, youngest-looking hands I could ever want . . ."

Sofskin Hands



No other cream or lotion has Sofskin's 4-way beauty action!

Furs by Esther Dorothy



Softens!

When hands feel dry, weathered, quick-soften them with Sofskin. Its creamy goodness penetrates dry surface skin . . . your hands feel soft as a kitten!

Smooths!

Hands look rough? Give them a Sofskin beauty treatment . . . and look. Suddenly you have 'Sofskin' Hands . . . smoother to the eye, lovelier to the touch!



Protects!

With its special 4-action formula, Sofskin gets right into dry surface skin . . . doesn't just coat the top. Protects against soapy-water dryness . . . hard-water roughness!



Beautifies!

He loves her 'Sofskin' Hands . . . the softest, youngest-looking hands he's ever touched! Use Sofskin Creme whenever, wherever you want softer, smoother, lovelier skin.



A jarful of 'Sofskin' Hands! In beautiful black-and-gold jars at drug and cosmetic counters.



More women than ever before use

Sofskin

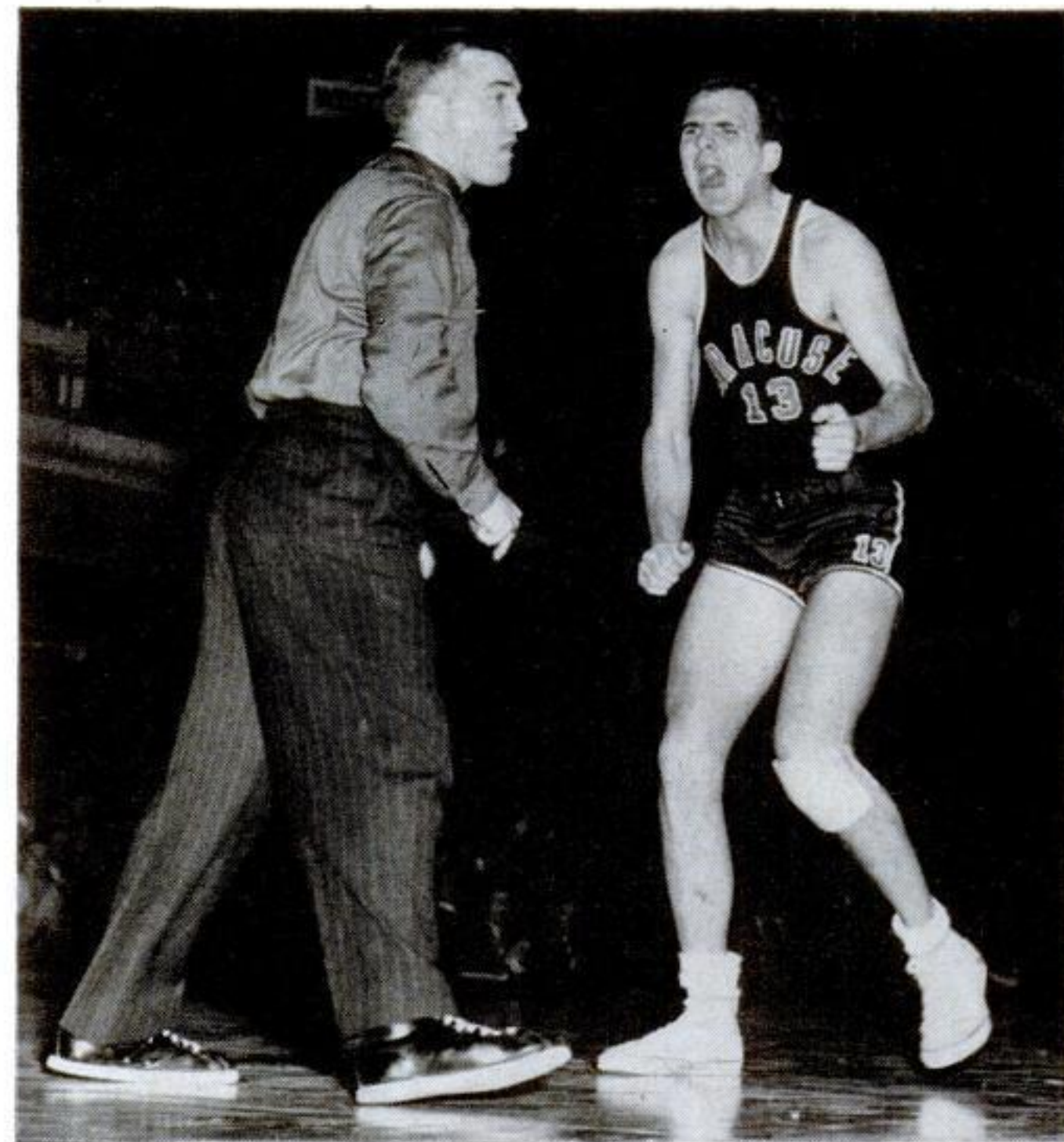
Reg. U. S. Pat. Off. CREME



INDIGNANT LANDLORD

Last week landlords all over the Midwest had tenants quaking at their mailboxes. It began when Wallace Murphy of Tulsa, Okla., retired minister who claimed he had lost \$22,000 as a landlord, led a drive to propagandize against new rent controls. He sent out 600 eviction notices, which he could do legally if he did not re-rent. Although he was ill, he called in his tenants (above) to explain his action.

President Truman called the revolt "a poor approach" and the Federal housing expediter threatened court action. But by week's end landlords in 12 cities were debating the scheme.



PLAYER VS. REFEREE

The rage which has welled up in many a basketball player during the current season when a foul was called on him is eloquently expressed here by Ed Peterson in a professional game at Denver. But Peterson's attitude failed to reverse either the referee's decision or the final score: Denver 60, Syracuse 54.

BRING FLORIDA SUNSHINE
right into your home!



*This luscious, low-cost orange juice means more
to your health than you know!*

These are the days for you to drive Old Man Winter right out of your life—and let the health-restoring rays of Florida sunshine stream in! In the luscious juice of Florida oranges, Mother Nature has packed a world of vital refreshment for you. Natural vitamin C in most generous supply. Other precious vitamins, and minerals absorbed through the roots of Florida's

flourishing orange trees from Florida's fruitful soil. And quick energy for you when you need it the most.

The delicious juice squeezed from Florida oranges, or poured from convenient, inexpensive cans, delivers such a wealth of natural vitamins, nourishment, and health at little cost, that good judgment, good taste, and good health suggest you drink *plenty* every day!

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA



FLORIDA ORANGE JUICE

FRESH

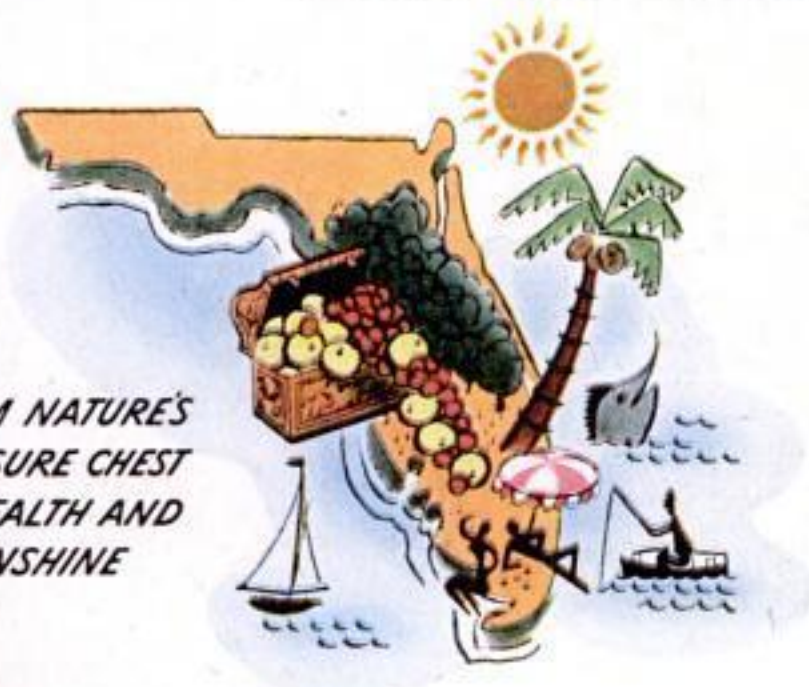


OR



CANNED

FROM NATURE'S
TREASURE CHEST
OF HEALTH AND
SUNSHINE



Now! Easy-to-use Dial-a-Wave takes the guesswork out of home permanents!

Her "Rayve Number" is 2

Find yours on the
Dial-a-Wave



*A Rayve wave is faster, yet
gentler. . . . far easier, too!*



THERE'S NOTHING HIT OR MISS about your Rayve cold wave. It's *personalized*—for *your* kind of hair. The "Dial-a-Wave" quickly gives you a guide to the professionally correct timing procedure for *every* kind of hair. With the new Rayve home permanent, you can be confident of the most perfect wave you've ever had. And it will save you time, money and trouble.

... it's exclusive with **Rayve** ~ *the new personalized* **HOME PERMANENT**

Your "Rayve Number"
is your guide to the
one *right* wave for
your kind of hair

The new, easy-to-use "Dial-a-Wave" that's in every Rayve package takes the guesswork out of your home permanent. You simply set the dial for the texture and condition of your hair and the kind of wave you want . . . and find your "Rayve Number." This number is your guide to the correct timing procedure that's best for your particular kind of hair.



THE COMPLETE RAYVE KIT—
Everything you need for the most
perfect permanent you've ever had. Includes
60 improved "easy-wind" plastic curlers, ample sup-
ply of extra-strong end papers, the "Dial-
a-Wave" and simple step-by-step instructions. **\$2**

THE RAYVE REFILL KIT—Includes the "Dial-a-Wave" and everything
else you need for a complete Rayve wave, except curlers and bands. **\$1**

AT ALL LEADING DRUG AND COSMETIC COUNTERS

FROM THE FAMOUS PEPSODENT LABORATORIES



RAYVE WAVING TIMES ARE UP TO TWICE AS FAST as old-type home permanents. Yet—because of its modern improved formula—Rayve's waving action is noticeably *gentler*. More than 50,000 women have pretested Rayve for you . . . have found it far easier, more comfortable. You don't even wear a turban. It's as easy as putting your hair up in curlers.



A RAYVE WAVE IS LONG-LASTING—yet softer, more natural. No frizz or fuzzy ends with your Rayve home permanent. You'll love it from the very first day. It will be so much more natural looking . . . so easy to fix in any of the new, becoming short hair styles. Once you've tried Rayve, you'll never again be satisfied with any other kind of wave.



Beginning in this issue

THE SECOND VOLUME OF

THE WAR MEMOIRS

OF THE RT. HON.

WINSTON

CHURCHILL

O.M., C.H., M.P.

THEME OF THE VOLUME

How the British people held the fort alone
till those who hitherto had been half blind were half ready

PREFACE

During the period covered by this volume I bore a heavy burden of responsibility. I was Prime Minister, First Lord of the Treasury, Minister of Defence, and Leader of the House of Commons. After the first forty days we were alone, with victorious Germany and Italy engaged in mortal attack upon us, with Soviet Russia a hostile neutral actively aiding Hitler, and Japan an unknowable menace. However, the British War Cabinet, conducting His Majesty's affairs with vigilance and fidelity, supported by Parliament and sustained by the Governments and peoples of the British Commonwealth and Empire, enabled all tasks to be accomplished and overcame all our foes.

Chartwell,
Westerham,
Kent.
January 1, 1949.

WINSTON SPENCER CHURCHILL

← THE BATTLE OF BRITAIN WINDOW in Westminster Abbey is a memorial to the men, including one American, who were killed in the air fighting which smashed Hitler's hope of invading Britain in 1940, the men to whom Mr. Churchill pays tribute in *Their Finest Hour*. The theme of the memorial, redemption, is depicted in 48 separate stained-glass windows or lights arranged in panels of two. In the second row from top the second panel shows a squadron leader being blessed by the Infant Christ. Imme-

diately below, in a panel which symbolizes the sacrifice of mothers and wives, a flying officer kneels before Mary holding the dead body of Christ. At the right in the third row is a sergeant pilot kneeling before Christ crucified, in token of the airmen's sacrifice. In the panel above is a pilot officer with a vision of the Resurrection. Heavenly seraphim, squadron badges, massed flags and service insignia appear in the remaining lights of the memorial. Designed by Hugh Easton, the window was paid for by public subscription.

THEIR FINEST HOUR

BY WINSTON CHURCHILL

The national coalition . . . My relations with
the President . . . "Blood, toil, tears and sweat" . . .

The Battle of France . . . Reynaud telephones me . . . I fly
to Paris . . . Calais . . . The march to the sea

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NOW at last the slowly-gathered, long-pent-up fury of the storm broke upon us. Four or five millions of men met each other in the first shock of the most merciless of all the wars of which record has been kept. Within a week the front in France, behind which we had been accustomed to dwell through the long years of the former war and the opening phase of this, was to be irretrievably broken. Within three weeks the long-famed French Army was to collapse in rout and ruin, and the British Army to be hurled into the sea with all its equipment lost. Within six weeks we were to find ourselves alone, almost disarmed, with triumphant Germany and Italy at our throats, with the whole of Europe in Hitler's power, and Japan glowering on the other side of the globe. It was amid these facts and looming prospects that I entered upon my duties as Prime Minister and Minister of Defence and addressed myself to the first task of forming a Government of all parties to conduct His Majesty's business at home and abroad by whatever means might be deemed best suited to the national interest.

Five years later almost to a day it was possible to take a more favourable view of our circumstances. Italy was conquered and Mussolini slain. The mighty German Army surrendered unconditionally. Hitler had committed suicide. Hand in hand with our Allies, the two mightiest empires in the world, we advanced to the swift annihilation of Japanese resistance. The contrast was certainly remarkable. The road across these five years was long, hard, and perilous. Those who perished upon it did not give their lives in vain. Those who marched forward to the end will always be proud to have trodden it with honour.

IT is probably easier to form a Cabinet, especially a Coalition Cabinet, in the heat of battle than in quiet times. The sense of duty dominates all else, and personal claims recede. Once the main arrangements had been settled with the leaders of the other parties, with the formal authority of their organisations, the attitude of all those I sent for was like that of soldiers in action, who go to the places assigned to them at once without question.

The Conservatives had a majority of more than one hundred and twenty over all other parties in the House combined. Mr. Chamberlain was their chosen leader. I could not but realise that his supersession by me must be very unpleasant to many of them, after all my long years of criticism and often fierce reproach. Besides this, it must

be evident to the majority of them how my life had been passed in friction or actual strife with the Conservative Party, that I had left them on Free Trade and had later returned to them as Chancellor of the Exchequer. After that I had been for many years their leading opponent on India, on foreign policy, and on the lack of preparations for war. To accept me as Prime Minister was to them very difficult. None of these considerations caused me the slightest anxiety. I knew they were all drowned by the cannonade.

My experiences in those first days were peculiar. One lived with the battle, upon which all thoughts were centered, and about which nothing could be done. All the time there was the Government to form and the gentlemen to see and the party balances to be adjusted. I cannot remember, nor do my records show, how all the hours were spent. A British Ministry at that time contained between sixty and seventy Ministers of the Crown, and all these had to be fitted in like a jigsaw puzzle, in this case having regard to the claims of three parties. It was necessary for me to see not only all the principal figures but, for a few minutes at least, the crowd of able men who were to be chosen for important tasks.

In Clement Attlee I had a colleague of war experience long versed in the House of Commons. Our only differences in outlook were about Socialism, but these were swamped by a war soon to involve the almost complete subordination of the individual to the State. We worked together with perfect ease and confidence during the whole period of the Government. Mr. Arthur Greenwood was a wise counsellor of high courage and a good and helpful friend.

Sir Archibald Sinclair, as official leader of the Liberal Party, found it embarrassing to accept the office of Air Minister, because his followers felt he should instead have a seat in the War Cabinet. But this ran contrary to the principle of a small War Cabinet. I therefore proposed that he should join the War Cabinet when any matter affecting fundamental political issues or party union was involved. He was my friend, and had been my second-in-command when in 1916 I commanded the 6th Royal Scots Fusiliers at Ploegsteert ("Plug Street"), and personally longed to enter upon the great sphere of action I had reserved for him. After no little inter-course this had been amicably settled. Mr. Bevin, with whom I had made acquaintance at the beginning of the war, in trying to mitigate the severe Admiralty demands for trawlers, had to consult the

EDITORS' NOTE

This week LIFE begins the exclusive magazine publication in the U.S. of Their Finest Hour. The second volume of five in which Mr. Churchill is writing his memoirs of World War II, it will be condensed in seven consecutive instalments. Concurrently it is being serialized in the New York Times and in publications in 50 other countries. Their Finest Hour will be published unabridged by Houghton Mifflin Company in April; it will also be a selection of the Book-of-the-Month Club for that month.

Transport and General Workers' Union, of which he was secretary, before he could join the team in the most important office of Minister of Labour. This took two or three days, but it was worth it. The union, the largest of all in Britain, said unanimously that he was to do it, and stuck solid for five years till we won.

The greatest difficulty was with Lord Beaverbrook. I believed he had services to render of a very high quality. I had resolved, as the result of my experiences in the previous war, to remove the supply and design of aircraft from the Air Ministry, and I wished him to become the Minister of Aircraft Production. He seemed at first reluctant to undertake the task, and of course the Air Ministry did not like having their Supply Branch separated from them. There were other resistances to his appointment. I felt sure however that our life depended upon the flow of new aircraft; I needed his vital and vibrant energy, and I persisted in my view.

In deference to prevailing opinions expressed in Parliament and the Press it was necessary that the War Cabinet should be small. I therefore began by having only five members of whom one only, the Foreign Secretary, had a Department. These were naturally the leading party politicians of the day. For the convenient conduct of business it was necessary that the Chancellor of the Exchequer and the Leader of the Liberal Party should usually be present, and as time passed the number of "constant attenders" grew. But all the responsibility was laid upon the five War Cabinet Ministers. They were the only ones who had the right to have their heads cut off on Tower Hill if we did not win.

In my long political experience I had held most of the great offices of State, but I readily admit that the post which had now fallen to me was the one I liked the best. Power, for the sake of lording it over fellow-creatures or adding to personal pomp, is rightly judged base. But power in a national crisis, when a man believes he knows what orders should be given, is a blessing. In any sphere of action there can be no comparison between the positions of number one and numbers two, three or four. The duties and the problems of all persons other than number one are quite different and in many ways more difficult. It is always a misfortune when number two or three has to initiate a dominant plan or policy. He has to consider not only the merits of the policy, but the mind of his chief; not only what to advise, but what it is proper for him in his station to advise; not only what to do, but how to get it agreed, and how to get it done. Moreover, number two or three will have to reckon with numbers four, five and six, or maybe some bright outsider, number twenty. Ambition, not so much for vulgar ends, but for fame, glints in every mind. There are always several points of view which may be right, and many which are plausible. I was ruined for the time being in 1915 over the Dardanelles, and a supreme enterprise was cast away, through my trying to carry out a major and cardinal operation of war from a subordinate position. Men are ill-advised to try such ventures. This lesson had sunk into my nature.

At the top there are great simplifications. An accepted leader has only to be sure of what it is best to do, or at least to have made up his mind about it. The loyalties which centre upon number one

are enormous. If he trips he must be sustained. If he makes mistakes, they must be covered. If he sleeps, he must not be wantonly disturbed. If he is no good he must be pole-axed. But this last extreme process cannot be carried out every day; and certainly not in the days just after he has been chosen.

The fundamental changes in the machinery of war direction were more real than apparent. "A Constitution," said Napoleon, "should be short and obscure." The existing organisms remained intact. No official personalities were changed. The War Cabinet and the Chiefs of Staff Committee at first continued to meet every day as they had done before. In calling myself, with the King's approval, Minister of Defence I had made no legal or constitutional change. I had been careful not to define my rights and duties. I asked for no special powers either from the Crown or Parliament. It was however understood

and accepted that I should assume the general direction of the war, subject to the support of the War Cabinet and of the house of Commons.

Although the awful battle was now going on across the Channel, and the reader is no doubt impatient to get there, it may be well at this point to describe the system and machinery for conducting military and other affairs which I set on foot and practised from my earliest days of power. I am a strong believer in transacting official business by *The Written Word*. No doubt, surveyed in the aftertime, much that is set down from hour to hour under the impact of events may be lacking in proportion or may not come true. I am willing to take my chance of that. It is always better, except in the hierarchy of military discipline, to express opinions and wishes rather than to give orders. Still, written directives coming personally from the lawfully-constituted head of the Government and Minister specially charged with defence counted to such an extent that, though not expressed as orders, they very often found their fruition in action.

To make sure that my name was not used loosely, I issued during the crisis of July the following minute:

"July 19, 1940

"Let it be very clearly understood that all directions emanating from me are made in writing, or should be immediately afterwards confirmed in writing, and that I do not accept any responsibility for matters relating to national defence on which I am alleged to have given decisions unless they are recorded in writing."

When I woke about 8 a.m., I read all the telegrams, and from my bed dictated a continuous flow of Minutes and Directives to the departments and to the Chiefs of Staff Committee. These were typed in relays as they were done, and handed at once to General Ismay, Deputy-Secretary (Military) to the War Cabinet, and my representative on the Chiefs of Staff Committee, who came to see me early each morning. Thus he usually had a good deal in writing to bring before the Chiefs of Staff Committee when they met at 10.30. They gave all consideration to my views at the same time as they discussed the general situation. Thus between 3 and 5 o'clock in the afternoon, unless there were some difficulties between us requiring further consultation, there was ready a whole series of orders and telegrams sent by me or by the Chiefs of Staff and



THE DAY PARIS FELL

Almost immediately upon becoming prime minister Winston Churchill began to receive bad news from the front in France. Here he leaves a Cabinet meeting which was held at 10 Downing Street on June 14, 1940 after it was reported that the Nazis entered Paris that day, little more than a month after he took office.

agreed between us, usually giving all the decisions immediately required.

As confidence grew the War Cabinet intervened less actively in operational matters, though they watched them with close attention and full knowledge. They took almost the whole weight of home and party affairs off my shoulders, thus setting me free to concentrate upon the main theme. With regard to all future operations of importance I always consulted them in good time; but while they gave careful consideration to the issues involved, they frequently asked not to be informed of dates and details, and indeed on several occasions stopped me when I was about to unfold these to them.

Any account of the methods of government which developed under the National Coalition would be incomplete without an explanation of the series of personal messages which I sent to the President of the United States and the heads of other foreign countries and the Dominion Governments. This correspondence must be described. Having obtained from the Cabinet any specific decisions required on policy, I composed and dictated these documents myself, for the most part on the basis that they were intimate and informal correspondence with friends and fellow-workers. One can usually put one's thought better in one's own words. It was only occasionally that I read the text to the Cabinet beforehand. Knowing their views, I used the ease and freedom needed for the doing of my work. I was of course hand-in-glove with the Foreign Secretary and his department, and any differences of view were settled together. I circulated these telegrams, in some cases after they had been sent, to the principal members of the War Cabinet, and, where he was concerned, to the Dominions Secretary. Before dispatching them I of course had my points and facts checked departmentally, and nearly all military messages passed through Ismay's hands to the Chiefs of Staff. This correspondence in no way ran counter to the official communications or the work of the Ambassadors. It became however in fact the channel of much vital business, and played a part in my conduct of the war not less, and sometimes even more, important than my duties as Minister of Defence.

The very select circle, who were entirely free to express their opinion, were almost invariably content with the drafts and gave me an increasing measure of confidence. Differences with American authorities for instance, insuperable at the second level, were settled often in a few hours by direct contact at the top. Indeed, as time went on the efficacy of this top-level transaction of business was so apparent that I had to be careful not to let it become a vehicle for ordinary departmental affairs. I had repeatedly to refuse the requests of my colleagues to address the President personally on important matters of detail. Had these intruded unduly upon the personal correspondence they would soon have destroyed its privacy and consequently its value.

My relations with the President gradually became so close that the chief business between our two countries was virtually conducted by these personal interchanges between him and me. In this way our perfect understanding was gained. As Head of the State as well as Head of the Government, Roosevelt spoke and acted with authority in every sphere; and, carrying the War Cabinet with me, I represented Great Britain with almost equal latitude. Thus a very high degree of concert was obtained, and the saving in time and the reduction in the number of people informed were

both invaluable. I sent my cables to the American Embassy in London, which was in direct touch with the President at the White House through special coding machines. The speed with which answers were received and things settled was aided by clock-time. Any message which I prepared in the evening, at night, or even up to 2 o'clock in the morning, would reach the President before he went to bed, and very often his answer would come back to me when I woke the next morning. In all I sent him nine hundred and fifty messages, and received about eight hundred in reply. I felt I was in contact with a very great man, who was also a warm-hearted

friend and the foremost champion of the high causes which we served.

The Cabinet being favourable to my trying to obtain destroyers from the American Government, I drafted during the afternoon of May 15 my first message to President Roosevelt since I became Prime Minister. To preserve the continuity of our correspondence I signed myself "Former Naval Person," and to this fancy I adhered almost without exception throughout the war.

"Although I have changed my office, I am sure you would not wish me to discontinue our intimate private correspondence. As you are no doubt aware, the scene has darkened swiftly. The enemy have a marked preponderance in the air, and their new technique is making a deep impression upon the French. . . . We expect to be attacked here ourselves, both from the air and by parachute and air-borne troops, in the near future, and are getting ready for them. If necessary, we shall continue the war alone, and we are not afraid of that.

"But I trust you realise, Mr. President, that the voice and force of the United States may count for nothing if they are withheld too long. You may have a completely subjugated, Nazified Europe established with astonishing swiftness, and the weight may be more than we can bear. All I ask now is that you should proclaim non-belligerency, which would mean that you would help us with everything short of actually engaging armed forces. Immediate needs are, first of all, the loan of forty or fifty of your older destroyers to bridge the gap between what we have now and the large new construction we put in hand at the beginning of the war. This time next year we shall have plenty. But if in the interval Italy comes in against us with another hundred submarines we may be strained to breaking-point. Secondly, we want several hundred of the latest types of aircraft, of which you are now getting delivery. These can be repaid by those now being constructed in the United States for us. Thirdly, anti-aircraft equipment and ammunition, of which again there will be plenty next year, if we are alive to see it. Fourthly, the fact that our ore supply is being compromised from Sweden, from North Africa, and perhaps from Northern Spain, makes it necessary to purchase steel in the United States. This also applies to other materials. We shall go on paying dollars for as long as we can, but I should like to feel reasonably sure that when we can pay no more you will give us the stuff all the same. Fifthly, we have many reports of possible German parachute or air-borne descents in Ireland. The visit of a



ABOARD THE "TUSCALOOSA"

President Roosevelt was cruising in the Caribbean when he received word from Mr. Churchill stating that Britain would soon run out of dollars to pay for war materials she needed. Out of the President's deliberations on this problem came what Mr. Churchill describes in his memoirs as the "ever-famous Lend-Lease Bill."

TEXT CONTINUED PAGE 67
PICTURES NEXT 4 PAGES



ON A RIVERSIDE TERRACE IN PROVENCE MR. CHURCHILL LUNCHES WITH MRS. CHURCHILL AND LORD CHERWELL

MR. CHURCHILL ON HOLIDAY

Last summer Winston Churchill left England and the cares of politics to spend six weeks in the south of France. Accompanied by members of his family, his old friend Lord Cherwell ("The Prof") and two secretaries, he made his headquarters in the ancient town of Aix-en-Provence. Here, in the region intimately associated with the great Impressionist painter Paul Cézanne, Mr. Churchill allowed himself a holiday. He went to the Riviera to visit the Duke and Duchess of

Windsor and swim in the Mediterranean. In Aix he took treatments at the famous warm springs. Oblivious of the crowds which gathered about him wherever he went, he made forays into the surrounding countryside in pursuit of his favorite hobby, landscape painting. Mr. Churchill, then approaching his 74th birthday, also kept his two secretaries busy: he made a typically rigorous revision of the second volume of his war memoirs, which LIFE begins in this issue.

CONTINUED ON NEXT PAGE

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MR. CHURCHILL SETS TO WORK on his painting while Lord Cherwell (*right*) reads. Behind Mr. Churchill, standing in attendance, is his

valet, whose duties on painting expeditions usually include setting up chair, easel and windscreen, and sometimes squeezing out colors onto palette.



THE PAINTING SHAPES UP rapidly as Mr. Churchill obeys his own injunction to amateur painters: "... Audacity is the only ticket." His

painting costume includes a smock to protect his clothes and a 10-gallon Stetson, which he got years ago in California, to shield his head from the sun.

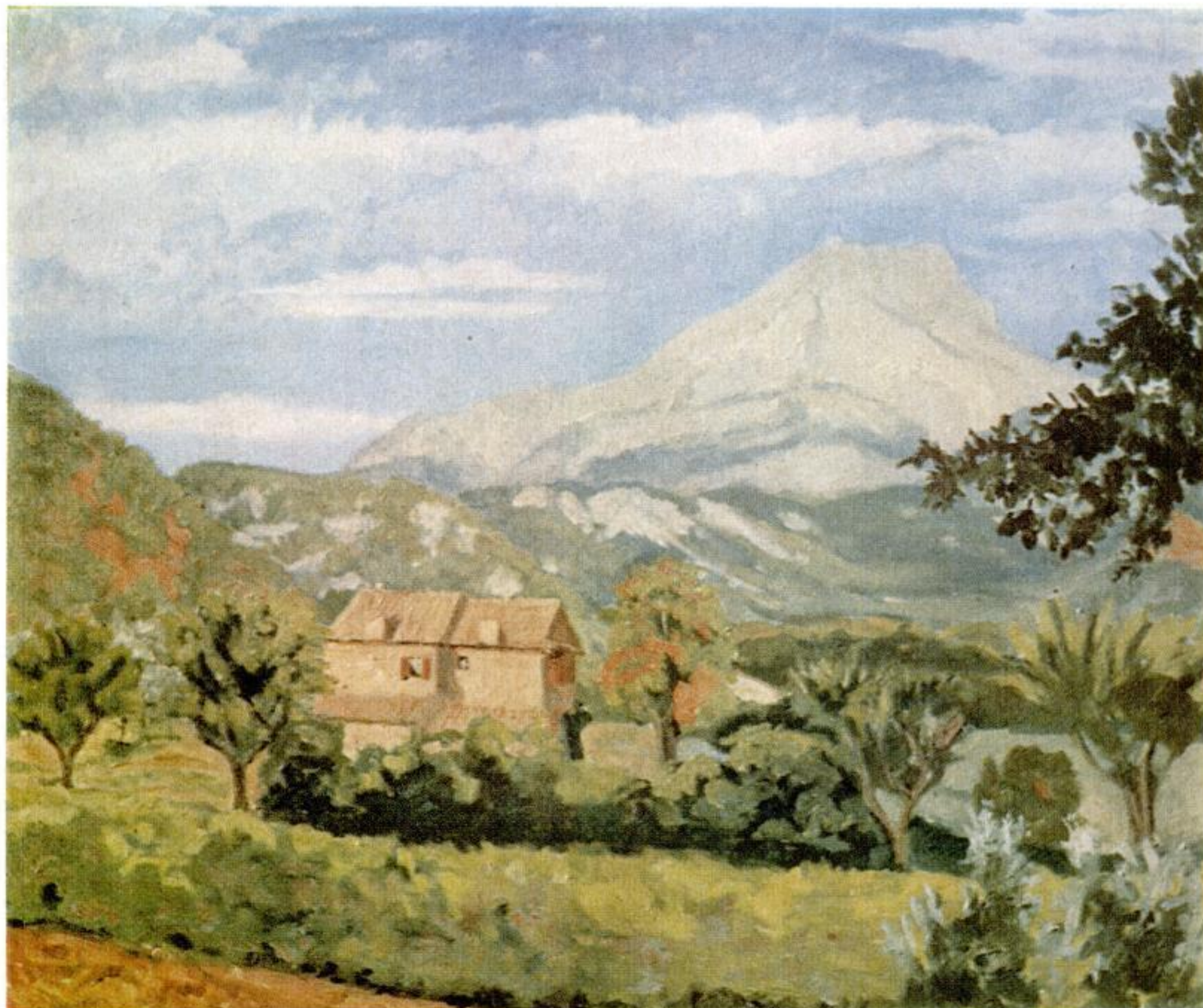


THE ACTUAL SCENE which Mr. Churchill is shown painting in the picture above, a bend in the Sorgue River, looks like this to the camera.



THE FINISHED PAINTING of the scene shown in the photograph at left confirms Mr. Churchill's remark: "I must say I like bright colors."

CONTINUED ON NEXT PAGE



MR. CHURCHILL'S IMPRESSION OF MT. STE.-VICTOIRE

CHURCHILL TACKLES CEZANNE'S MOUNTAIN

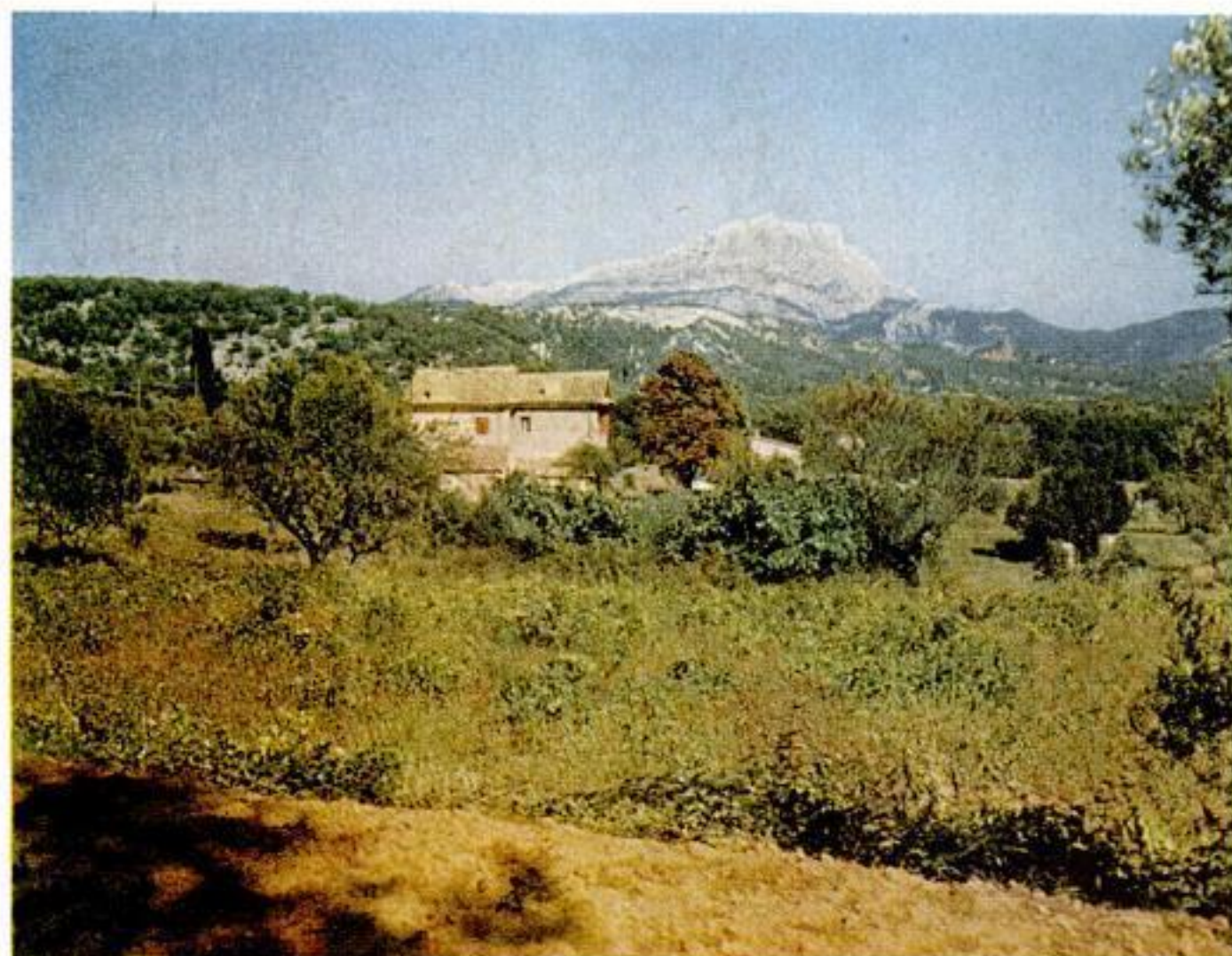
A few miles northeast of Aix-en-Provence there rises a steep limestone ridge, Mt. Ste.-Victoire, which was one of the favorite subjects of Cézanne. He painted it many times, from different points of vantage. One of the best-known versions is reproduced at lower right. With Churchillian gusto and the aplomb of an amateur admitted to the select Royal Academy with the rank of Honorary Academician Extraordinary, Winston Churchill tackled Cézanne's mountain last summer with the results shown above. Mr. Churchill's painting, it should be noted, was unfinished when LIFE photographed it.



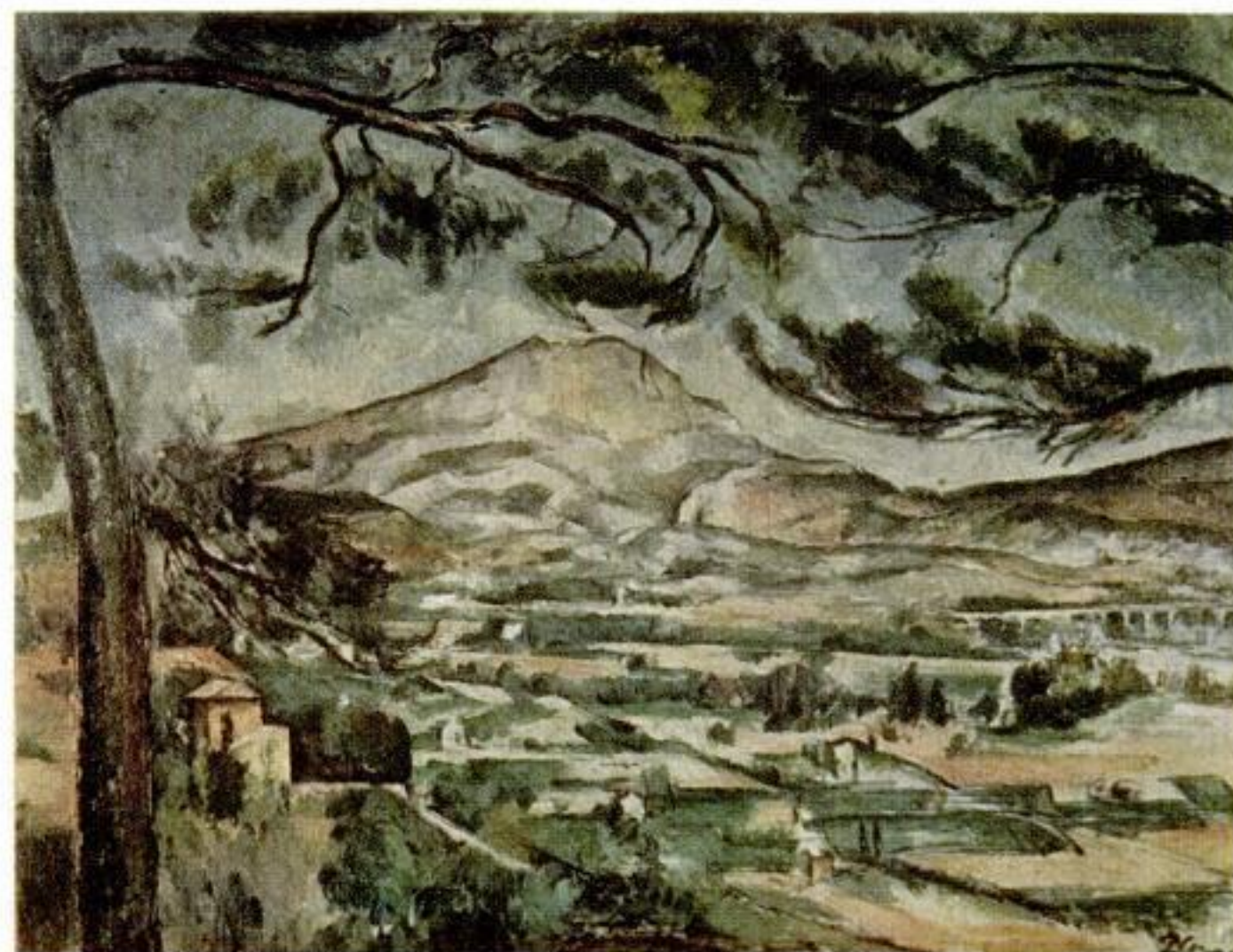
CHURCHILL PAINTING



CEZANNE PAINTING



ACTUAL SCENE Mr. Churchill reproduced in painting shown above was this view of Mt. Ste.-Victoire, named for a Roman victory in 102 B.C.



CEZANNE'S PAINTING, less literal than Mr. Churchill's and done from a different spot, conveys the bulky majesty of the mountain from a distance.

United States squadron to Irish ports, which might well be prolonged, would be invaluable. Sixthly, I am looking to you to keep the Japanese quiet in the Pacific, using Singapore in any way convenient. The details of the material which we have in hand will be communicated to you separately.

"With all good wishes and respect."

On May 18 a reply was received from the President welcoming the continuance of our private correspondence and dealing with my specific requests. The loan or gift of the forty or fifty older destroyers, it was stated, would require the authorisation of Congress, and the moment was not opportune. He would facilitate to the utmost the Allied Governments' obtaining the latest types of United States aircraft, anti-aircraft equipment, ammunition and steel. The President would consider carefully my suggestion that a United States squadron might visit Irish ports. About the Japanese, he merely pointed to the concentration of the American fleet at Pearl Harbour.

ON Monday, May 13, I asked the House of Commons, which had been specially summoned, for a vote of confidence in the new Administration. After reporting the progress which had been made in filling the various offices, I said, "I have nothing to offer but blood, toil, tears and sweat." In all our long history no Prime Minister had ever been able to present to Parliament and the nation a programme at once so short and so popular.

At the moment in the evening of May 10, 1940, when I became responsible, no fresh decision about meeting the German invasion of the Low Countries was required from me or from my colleagues in the new and still unformed Administration. We had long been assured that the French and British staffs were fully agreed upon General Gamelin's Plan "D," and it had already been in action since dawn. I did not therefore in the slightest degree wish to interfere with the military plans, and awaited with hope the impending shock.

On the outbreak of the war eight months before, the main power of the German Army and Air Force had been concentrated on the invasion and conquest of Poland. Along the whole of the Western front, from Aix-la-Chapelle to the Swiss frontier, there had stood 42 German divisions without armour. After the French mobilisation France could deploy the equivalent of seventy divisions opposite to them. Very different was the situation on May 10, 1940. The enemy, profiting by the eight months' delay and by the destruction of Poland, had armed, equipped and trained about 155 divisions, of which ten were armoured ("Panzer"). Hitler's agreement with Stalin had enabled him to reduce the German forces in the East to the smallest proportions. Opposite Russia, according to General Halder, the German Chief of Staff, there was "no more than a light covering force, scarcely fit for collecting Customs duties." Without premonition of their own future, the Soviet Government watched the destruction of that "Second Front" in the West for which they were soon to call so vehemently and to wait in agony so long. Hitler was therefore in a position to deliver his onslaught on France with 126 divisions and the whole of the immense armour-weapon of ten Panzer divisions, comprising nearly three thousand armoured vehicles, of which a thousand at least were heavy tanks.

During the night of May 9-10, heralded by widespread air attacks against airfields, communications, headquarters and magazines, all the German forces in the Bock and Rundstedt Army Groups (*see map, p. 70*) sprang forward towards France across the frontiers of Belgium, Holland and Luxembourg. Complete tactical surprise was achieved in nearly every case. Out of the darkness came suddenly innumerable parties of well-armed ardent storm troops, often with light artillery, and long before daybreak a hundred and eighty miles of front were aflame. Holland and Belgium, assaulted without the slightest pretext or warning, cried aloud for help. The Dutch had trusted to their water-line; all the sluices not seized or betrayed were opened, and the Dutch frontier guards fired upon the invaders. The Belgians succeeded in destroying the bridges of the Meuse, but the Germans captured intact two across the Albert Canal.

Mr. Colijn, when as Dutch Prime Minister he visited me in 1937,

had explained to me the marvellous efficiency of the Dutch inundations. He could, he explained, by a telephone message from the luncheon table at Chartwell, press a button which would confront an invader with impassable water obstacles. But all this was nonsense. The power of a great State against a small one under modern conditions is overwhelming. The Germans broke through at every point, bridging the canals or seizing the locks and water-controls. In a single day all the outer line of the Dutch defences was mastered. At the same time the German Air Force began to use its might upon a defenceless country. The Dutch hope that they would be by-passed by the German right-handed swing as in the former war was vain.

The case of Belgium requires more searching statement. Several hundreds of thousands of British and French graves in Belgium mark the struggle of the previous war. The policy of Belgium in the years between the wars had not taken sufficient account of the past. The Belgian leaders saw with worried eyes the internal weakness of France and the vacillating pacifism of Britain. They clung to a strict neutrality. Great allowance must be made for the fearful problems of a small State in such a plight, but the French High Command had for years spoken bitterly of the line taken by the Belgian Government. Their only chance of defending their frontier against a German attack lay in a close alliance with France and Britain. The line of the Albert Canal and other water fronts was highly defensible, and had the British and French Armies, aided by the Belgian Army, after the declaration of war, been drawn up on the Belgian frontiers in good time, a very strong offensive might have been prepared and launched from these positions against Germany. But the Belgian Government deemed that their safety lay in the most rigid neutrality, and their only hope was founded on German good faith and respect for treaties.

"Nevertheless we ought to have done it"

NO one can understand the decisions of that period without realising the immense authority wielded by the French military leaders and the belief of every French officer that France had the primacy in the military art. France had conducted and carried the main weight of the terrible land fighting from 1914 to 1918. She had lost fourteen hundred thousand men killed. Foch had been given the supreme command, and the great British and Imperial Armies of sixty or seventy divisions had been placed, like the Americans, unreservedly under his orders. Now the British Expeditionary Army numbered but three or four hundred thousand men, spread from the bases at Havre and along the coast forward to the line, compared with nearly a hundred French divisions, or over two million Frenchmen, actually holding the long front from Belgium to Switzerland. It was natural therefore that we should place ourselves under their command, and that their judgment should be accepted. It had been expected that General Georges would take full command of the French and British armies in the field from the moment when war was declared, and General Gamelin was expected to retire to an advisory position on the French Military Council. However, General Gamelin was averse from yielding his control as Generalissimo. He retained the supreme direction. A vexatious conflict of authority took place between him and General Georges during the eight months' lull. General Georges, in my opinion, never had the chance to make the strategic plan in its integrity and on his own responsibility.

The British General Staff and our headquarters in the field had long been anxious about the gap between the northern end of the Maginot Line and the beginning of the British fortified front along the Franco-Belgian frontier. Considering however our relatively small contribution, the Cabinet and our military leaders were naturally shy of criticising those whose armies were ten times as strong as our own. The French thought that the Ardennes were impassable for large modern armies. Marshal Pétain had told the Senate Army Commission: "This sector is not dangerous." A great deal of field work was done along the Meuse, but nothing like a strong line of pillboxes and anti-tank obstacles, such as the British had made along the Belgian sector, was attempted. Moreover, General Corap's Ninth French Army was mainly composed of troops who were definitely below the French standards. Here, then,

from Sedan to Hirson on the Oise, along a front of fifty miles, there were no permanent fortifications, and only two divisions of professional troops.

One cannot be strong everywhere. It is often right and necessary to hold long sectors of a frontier with light covering forces, but this, of course, should be only with the object of gathering larger reserves for counter-attacks when the enemy's striking-points are revealed. The spreading of 43 divisions, or half the mobile French Army, from Longwy to the Swiss frontier, the whole of which was either defended by the Maginot Line forts or by the broad, swift-flowing Rhine, with its own fortress system behind it, was an improvident disposition. The risks that have to be run by the defender are more trying than those which an assailant, who is presumably the stronger at the point of attack, must dare. Where very long fronts are concerned, they can only be met by strong mobile reserves which can rapidly intervene in a decisive battle. A weight of opinion supports the criticism that the French reserves were inadequate, and, such as they were, badly distributed. After all, the gap behind the Ardennes opened the shortest road from Germany to Paris, and had for centuries been a famous battleground.

Looking back, we can see that Mr. Chamberlain's War Cabinet, in which I served and for whose acts or neglects I take my full share of responsibility, ought not to have been deterred from thrashing the matter out with the French in the autumn and winter of 1939. It would have been an unpleasant and difficult argument, for the French at every stage could say: "Why do you not send more troops of your own? Will you not take over a wider sector of the front? If reserves are lacking, pray supply them. We follow your ideas about the war at sea; we conform to the plans of the British Admiralty. Pray show a proper confidence in the French Army and in our historic mastery of the art of war on land."

Nevertheless we ought to have done it.

DURING the 14th the bad news began to come in. At first all was vague. At 7 p.m. I read to the Cabinet a message received from M. Reynaud stating that the Germans had broken through at Sedan, that the French were unable to resist the combination of tanks and dive-bombing, and asking for ten more squadrons of fighters to re-establish the line. Other messages received by the Chiefs of Staff gave similar information, and added that both Generals Gamelin and Georges took a serious view of the situation and that General Gamelin was surprised at the rapidity of the enemy's advance.

All the British air-squadrons fought continuously, their principal effort being against the pontoon bridges in the Sedan area. Several of these were destroyed and others damaged in desperate and devoted attacks. The losses in the low-level attacks on the bridges from the German anti-aircraft artillery were cruel. In one case, of six aircraft only one returned from the successful task. On this day alone we lost a total of 67 machines, and, being engaged principally with the enemy's anti-aircraft forces, accounted for only 53 German aircraft. That night there remained in France of the Royal Air Force only 206 serviceable aircraft out of 474.

This detailed information came only gradually to hand. But it was already clear that the continuance of fighting on this scale would soon completely consume the British Air Force in spite of its individual ascendancy. The hard question of how much we could send from Britain without leaving ourselves defenceless and thus losing the power to continue the war pressed itself henceforward upon us. Our own natural promptings and many weighty military arguments lent force to the incessant, vehement French appeals. On the other hand, there was a limit, and that limit if transgressed would cost us our life.

At this time all these issues were discussed by the whole War Cabinet, which met several times a day. Air Chief Marshal Dowding, at the head of our metropolitan Fighter Command, had declared to me that with twenty-five squadrons of fighters he could defend the Island against the whole might of the German Air

Force, but that with less he would be overpowered. This would have entailed not only the destruction of all our airfields and our airpower, but of the aircraft factories on which our whole future hung. My colleagues and I were resolved to run all risks for the sake of the battle up to that limit—and those risks were very great—but not to go beyond it, no matter what the consequences might be.

About half-past seven on the morning of the 15th I was woken up with the news that M. Reynaud was on the telephone at my bedside. He spoke in English, and evidently under stress. "We have been defeated." As I did not immediately respond he said again, "We are beaten; we have lost the battle." I said, "Surely it can't have happened so soon?" But he replied, "The front is broken near Sedan; they are pouring through in great numbers with tanks and armoured cars"—or words to that effect. I then said, "All experience shows that the offensive will come to an end after a while. I remember the 21st of March, 1918. After five or six days they have to halt for supplies, and the opportunity for counter-attack is presented. I learned all this at the time from the lips of Marshal Foch himself." Certainly, this was what we had always seen in the past



THESE WERE FRENCHMEN

The swift collapse of the French army in May 1940 bewildered troops and civilians alike. The location of the actual front was often uncertain. Terrorized refugees who left their homes with children and such possessions as they could take often found themselves mixed up with dazed and tired soldiers, as in this German photograph.

and what we ought to have seen now. However, the French Premier came back to the sentence with which he had begun, which proved indeed only too true: "We are defeated; we have lost the battle." I said I was willing to come over and have a talk.

On this day the struggle in Holland came to an end. Owing to the capitulation of the Dutch High Command at 11 a.m., only a very few Dutch troops could be evacuated.

On the 16th the German spearheads stood along the line La Capelle-Vervins-Marle-Laon, and the vanguards of the German Fourteenth Corps were in support at Montcornet and Neufchâtel-sur-Aisne. I felt it imperative to go to Paris that afternoon. My colleagues accepted the fact that I must go, and said they would look after everything at home.

At about 3 p.m. I flew to Paris in a Flamingo, a Government passenger plane, of which there were three. General Dill, Vice-Chief of the Imperial General Staff, came with me, and Ismay.

It was a good machine, very comfortable, and making about 160 miles an hour. As it was unarmed, an escort was provided, but we soared off into a rain-cloud and reached Le Bourget in little more than an hour. From the moment we got out of the Flamingo it was

obvious that the situation was incomparably worse than we had imagined. The officers who met us told General Ismay that the Germans were expected in Paris in a few days at most. After hearing at the Embassy about the position, I drove to the Quai d'Orsay, arriving at 5.30 o'clock. I was conducted into one of its fine rooms. Reynaud was there, Daladier, Minister of National Defence and War, and General Gamelin. Everybody was standing. At no time did we sit down around a table. Utter dejection was written on every face. In front of Gamelin on a student's easel was a map, about two yards square, with a black ink line purporting to show the Allied front. In this line there was drawn a smaller but sinister bulge at Sedan.

The Commander-in-Chief briefly explained what had happened. The General talked perhaps five minutes without anyone saying a word. When he stopped there was a considerable silence. I then asked: "Where is the strategic reserve?" and, breaking into French, which I used indifferently (in every sense): "*Où est la masse de manœuvre?*" General Gamelin turned to me and, with a shake of the head and a shrug, said: "*Aucune.*"



THIS WAS ROTTERDAM

On May 14, 1940 Rotterdam, which had already offered to surrender, was bombed by the Germans for 2½ hours. Nearly 80,000 people lost their homes. After the debris in the heart of the city was cleaned up there was nothing but barren waste to be seen around the shell of the Groote Kerk (above), Rotterdam's famous old church.

There was another long pause. Outside in the garden of the Quai d'Orsay clouds of smoke arose from large bonfires, and I saw from the window venerable officials pushing wheelbarrows of archives on to them. Already, therefore, the evacuation of Paris was being prepared.

Past experience carries with its advantages the drawback that things never happen the same way again. Otherwise I suppose life would be too easy. After all, we had often had our fronts broken before; always we had been able to pull things together and wear down the momentum of the assault. But here were two new factors that I had never expected to have to face. First, the overrunning of the whole of the communications and countryside by an irresistible incursion of the armoured vehicles, and secondly, NO STRATEGIC RESERVE. "*Aucune.*" I was dumbfounded. What were we to think of the great French Army and its highest chiefs? It had never occurred to me that any commanders having to defend five hundred miles of engaged front would have left themselves unprovided with a mass of manœuvre. No one can defend with certainty so wide a front; but when the enemy has committed himself to a major thrust which breaks the line, one can always have, one *must*

always have, a mass of divisions which marches up in vehement counter-attack at the moment when the first fury of the offensive has spent its force.

What was the Maginot Line for? It should have economised troops upon a large sector of the frontier, not only offering many sally-ports for local counter-strokes, but also enabling large forces to be held in reserve; and this is the only way these things can be done. But now there was no reserve. I admit this was one of the greatest surprises I have had in my life. I went back again to the window and the curling wreaths of smoke from the bonfires of the State documents of the French Republic. Still the old gentlemen were bringing up their wheelbarrows, and industriously casting their contents into the flames.

Presently I asked General Gamelin when and where he proposed to attack. His reply was: "Inferiority of numbers, inferiority of equipment, inferiority of method"—and then a hopeless shrug of the shoulders. There was no argument; there was no need of argument. And where were we British anyway, having regard to our tiny contribution—ten divisions after eight months of war, and not even one modern tank division in action?

This was the last I saw of General Gamelin. He was a patriotic, well-meaning man and skilled in his profession, and no doubt he has his tale to tell, although his two volumes entitled *Servir* throw little light either upon his personal conduct of events or generally upon the course of the war.

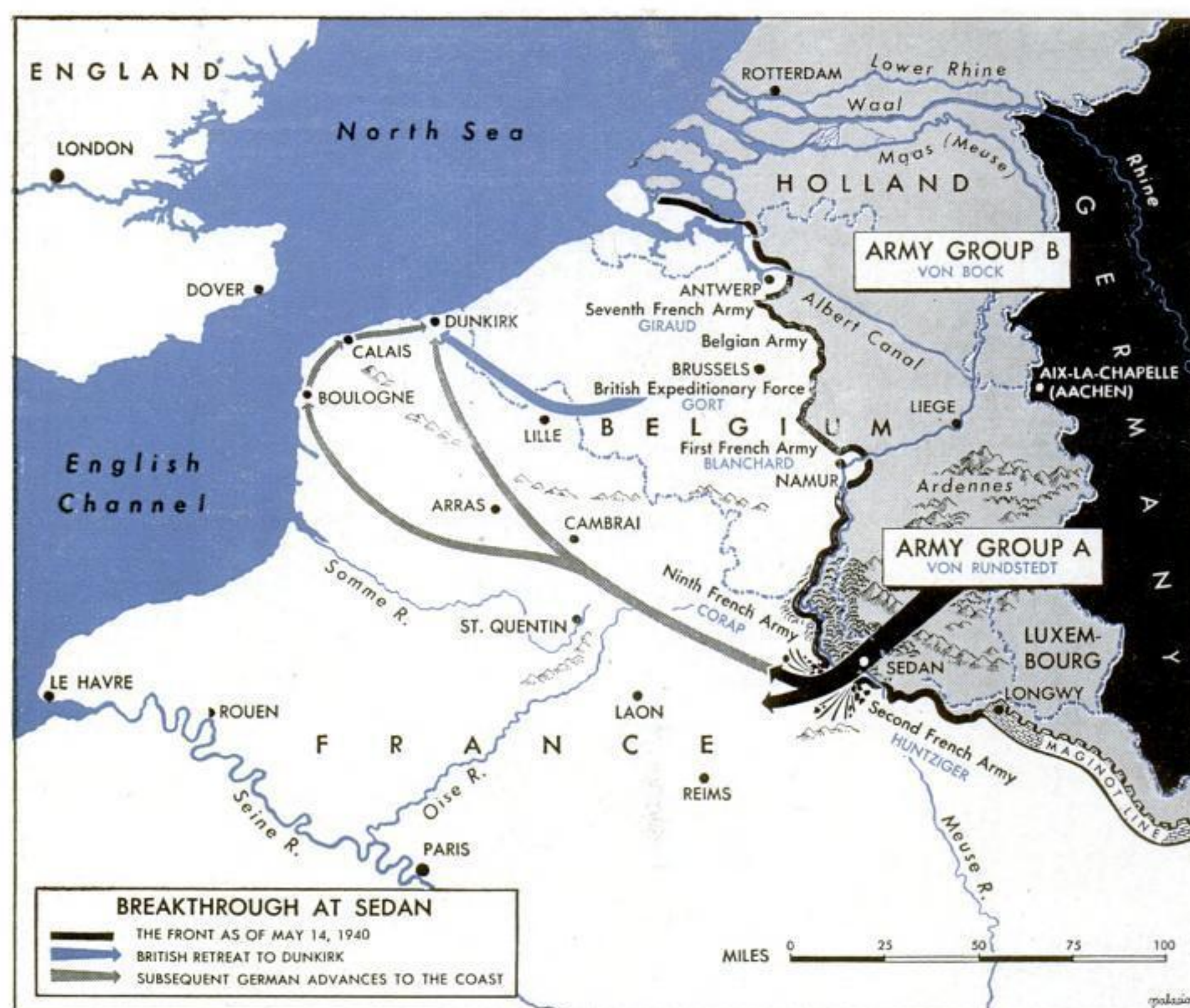
THE burden of General Gamelin's, and indeed of all the French High Command's subsequent remarks, was insistence on their inferiority in the air and earnest entreaties for more squadrons of the Royal Air Force, bomber as well as fighter, but chiefly the latter. This prayer for fighter support was destined to be repeated at every subsequent conference until France fell. In the course of his appeal General Gamelin said that fighters were needed not only to give cover to the French Army, but also to stop the German tanks. At this I said: "No. It is the business of the artillery to stop the tanks. The business of the fighters is to cleanse the skies (*nettoyer le ciel*) over the battle." It was vital that our metropolitan fighter air force should not be drawn out of Britain on any account. Our existence turned on this. Nevertheless, it was necessary to cut to the bone. In the morning, before I started, the Cabinet had given me authority to move four more squadrons of fighters to France. On our return to the Embassy, and after talking it over with Dill, I decided to ask sanction for the dispatch of six more. This would leave us with only the twenty-five fighter squadrons at home, and that was the final limit. It was a rending decision either way. I told General Ismay to telephone to London that the Cabinet should assemble at once to consider an urgent telegram which would be sent over

in the course of the next hour or so. Ismay did this in Hindustani, having previously arranged for an Indian Army officer to be standing by in his office. This was my telegram:

"9 p.m. 16th May, 1940

"... I personally feel that we should send squadrons of fighters demanded (*i.e.*, six more) tomorrow, and, concentrating all available French and British aviation, dominate the air above the Bulge for the next two or three days, not for any local purpose, but to give the last chance to the French Army to rally its bravery and strength. It would not be good historically if their requests were denied and their ruin resulted... I must have answer by midnight in order to encourage the French. Telephone to Ismay at Embassy in Hindustani."

The reply came at about 11.30. The Cabinet said "Yes." I immediately took Ismay off with me in a car to M. Reynaud's flat. We found it more or less in darkness. After an interval M. Reynaud emerged from his bedroom in his dressing-gown and I told him the favourable news. Ten fighter squadrons! I then persuaded him to send for M. Daladier, who was duly summoned and brought to the flat to hear the decision of the British Cabinet. In this way I hoped to revive the spirits of our French friends, as much as our limited



SEDAN TO DUNKIRK

The main German thrust which broke the Allied line in the Battle of France was delivered by von Rundstedt's Army Group A. The French had not extended the Maginot Line (above, lower right) up to the Ardennes where the terrain was thought impassable for a modern army. But von Rundstedt's armor easily sliced through at

Sedan and then raced toward the coast. Gort's British army and units of the First French Army fell back on Dunkirk, fighting to keep open a corridor to the sea. They reached the coast before the German pincers closed on them, thanks in large measure to Mr. Churchill's decision to order the troops at Calais to fight on to the end.

means allowed. Daladier never spoke a word. He rose slowly from his chair and wrung my hand. I got back to the Embassy about 2 a.m., and slept well, though the cannon fire in petty aeroplane raids made one roll over from time to time.

"Excuse me, Mr. President"

THE War Cabinet met at 10 a.m. on the 17th, and I gave them an account of my visit to Paris, and of the situation so far as I could measure it.

I thought it necessary, with the approval of my colleagues, to send the following grave telegrams to President Roosevelt in order to show how seriously the interests of the United States would be affected by the conquest and subjugation not only of France but of Great Britain. The Cabinet pondered over these drafts for a while, but made no amendment.

"May 18, 1940

"Former Naval Person to President Roosevelt.

"I do not need to tell you about the gravity of what has happened. We are determined to persevere to the very end, whatever the result of the great battle raging in France may be. We must expect in any case to be attacked here on the Dutch model before very long, and we hope to give a good account of ourselves. But if American assistance is to play any part it must be available soon."

"May 20, 1940

"Former Naval Person to President Roosevelt.

"... The battle in France is full of danger to both sides. Though we have taken heavy toll of the enemy in the air and are clawing down two or three to one of their planes, they have still a formidable numerical superiority. Our most vital need is, therefore, the delivery at the earliest possible date of the largest possible number of

Curtiss P-40 fighters, now in course of delivery to your Army. . . .

"Our intention is, whatever happens, to fight on to the end in this Island, and, provided we can get the help for which we ask, we hope to run them very close in the air battles in view of individual superiority. Members of the present Administration would [be] likely [to] go down during this process should it result adversely, but in no conceivable circumstances will we consent to surrender. If members of the present Administration were finished and others came in to parley amid the ruins, you must not be blind to the fact that the sole remaining bargaining counter with Germany would be the Fleet, and, if this country was left by the United States to its fate, no one would have the right to blame those then responsible if they made the best terms they could for the surviving inhabitants. Excuse me, Mr. President, putting this nightmare bluntly. Evidently I could not answer for my successors, who in utter despair and helplessness might well have to accommodate themselves to the German will. However, there is happily no need at present to dwell upon such ideas. Once more thanking you for your goodwill. . . ."

Far-reaching changes were now made by M. Reynaud in the French Cabinet and High Command. On the 18th Marshal Pétain was appointed Vice-President of the Council. Reynaud himself, transferring Daladier to Foreign Affairs, took over the Ministry of National Defence and War. At 7 p.m. on the 19th he appointed Weygand, who had just arrived from the Levant, to replace General Gamelin. I had known Weygand when he was the right-hand man of Marshal Foch, and had admired his masterly intervention in the

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PICTURES NEXT 3 PAGES

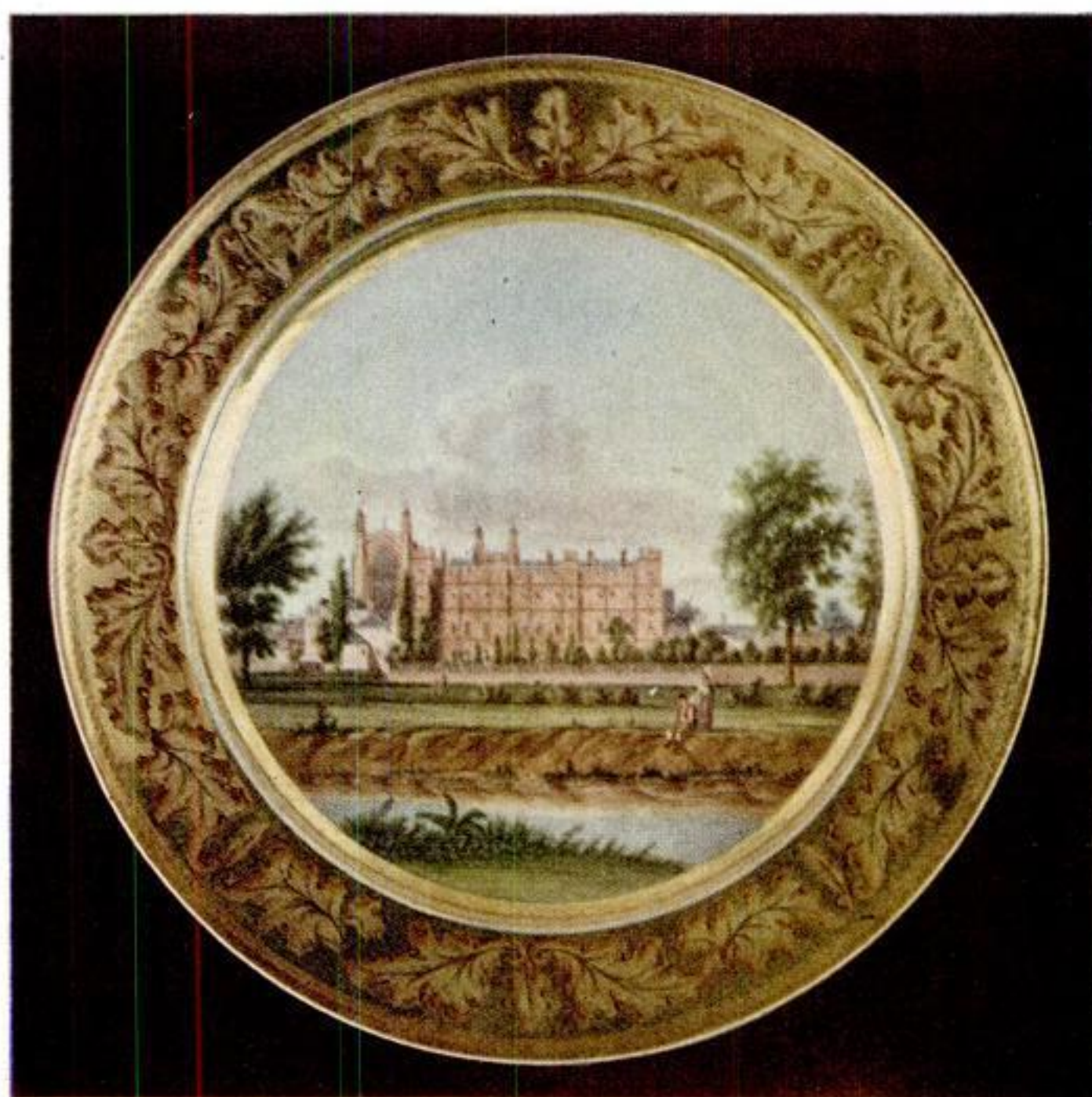


ELABORATE TABLE SERVICES GIVEN WELLINGTON INCLUDED A SILVER AND GILT CENTERPIECE FROM PORTUGAL

TROPHIES OF A HERO

Wellington, a defender of Britain like Churchill, won rich rewards

Twice in modern times England has been threatened with invasion. Each time one man became the symbol of British victory: Wellington over Napoleon and Churchill over Hitler. For Wellington the rewards were bountiful. Some of his trophies, recently turned over to the British government, are shown here. He became a duke. Briton and foreigner alike showered him with awards, which included the Order of the Garter, England's highest honor. Winston Churchill too was offered the Garter with a knighthood in 1945, but he declined, preferring to continue as "plain Mr. Churchill." Britain did confer on him the Order of Merit, the highest award he could accept without becoming Sir Winston. In keeping with the spirit of our times, which does not lend itself to rewarding great men with the largesse of earlier centuries, Britain offered him no dukedom, no gifts other than acknowledgment of his leadership during the country's darkest days.



ETON COLLEGE is one of the scenes, each illustrating some episode in Wellington's career, painted on the 62 porcelain plates given to the Duke by King Frederick William III of Prussia. It was Old Etonian Wellington who made the famous remark that Waterloo was won on Eton's playing fields.

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GREAT GEORGE, twice the size of usual Garter badge, is the only one of its kind. Encrusted with diamonds and gold, it was made for Marlborough, returned to the state after his death and later given to Wellington.

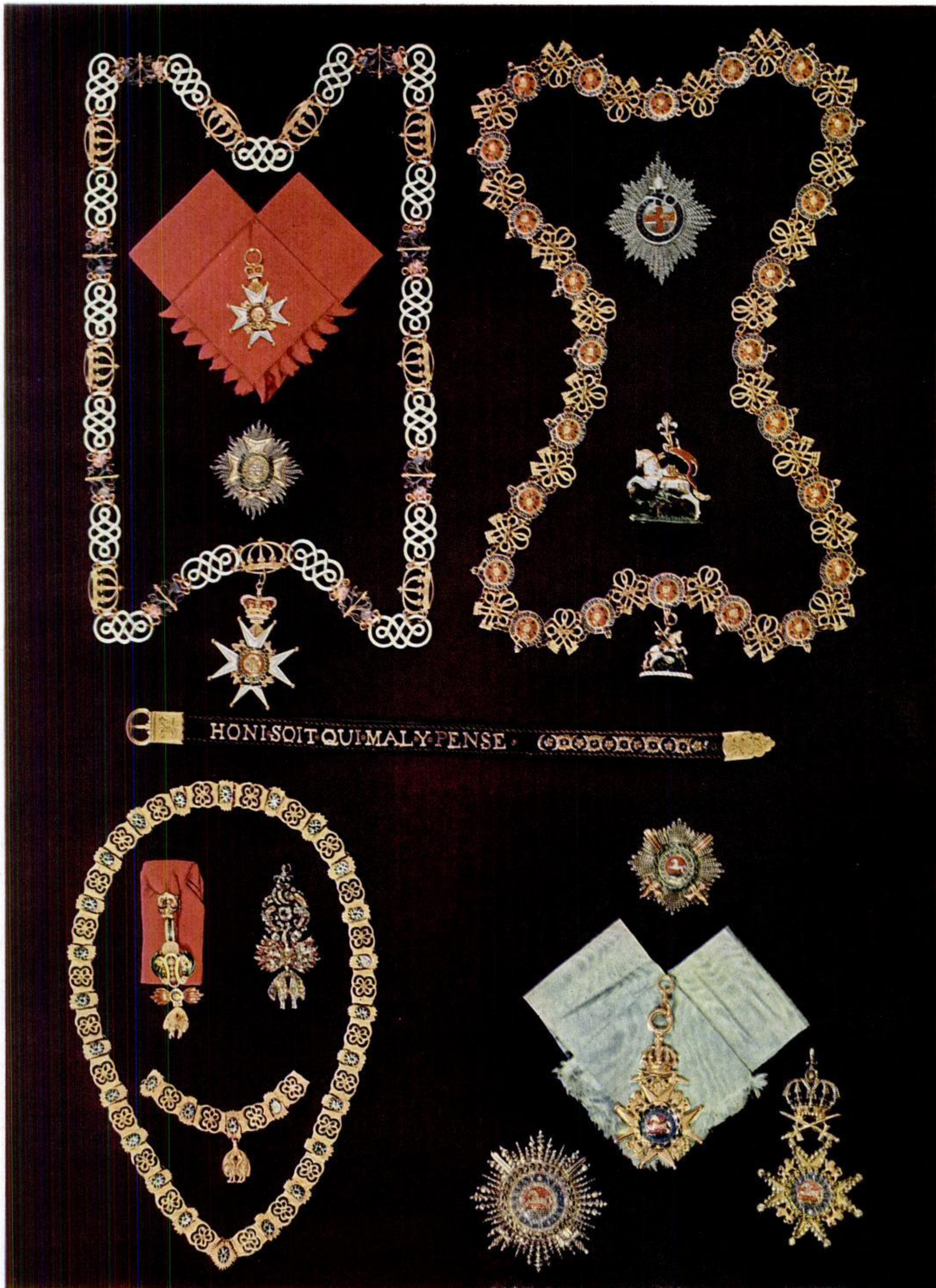


FIELD MARSHAL'S BATONS presented to Wellington were (from left): British, gold, with a Great George replica; Prussian, silver mounted; Russian, enameled gold with diamonds; Hanoverian, enameled silver mounts.



SNUFFBOXES came to Wellington from European monarchs with miniatures of the donors on the lids. At left are boxes from Czar Alexander of Russia (top) and the Emperor of Austria; at right, the gifts of the King of

Bavaria (top) and the King of Prussia. In the center are some of the snuffboxes made by leading craftsmen especially for presentation to Wellington by British cities which vied with each other to honor the "Iron Duke."



EUROPE'S NOBLEST HONORS, as well as some of its oldest, were awarded to Wellington. At top are British orders of the Bath (*left*) and the Garter, with the unique Great George as well as a badge of regular size, and

a gold-buckled garter bearing motto, "Evil to him who evil thinks." At bottom are Order of the Golden Fleece (*left*), a Spanish honor for which Wellington had first to be made a Spanish grandee, and a Hanoverian order.

CONTINUED ON NEXT PAGE

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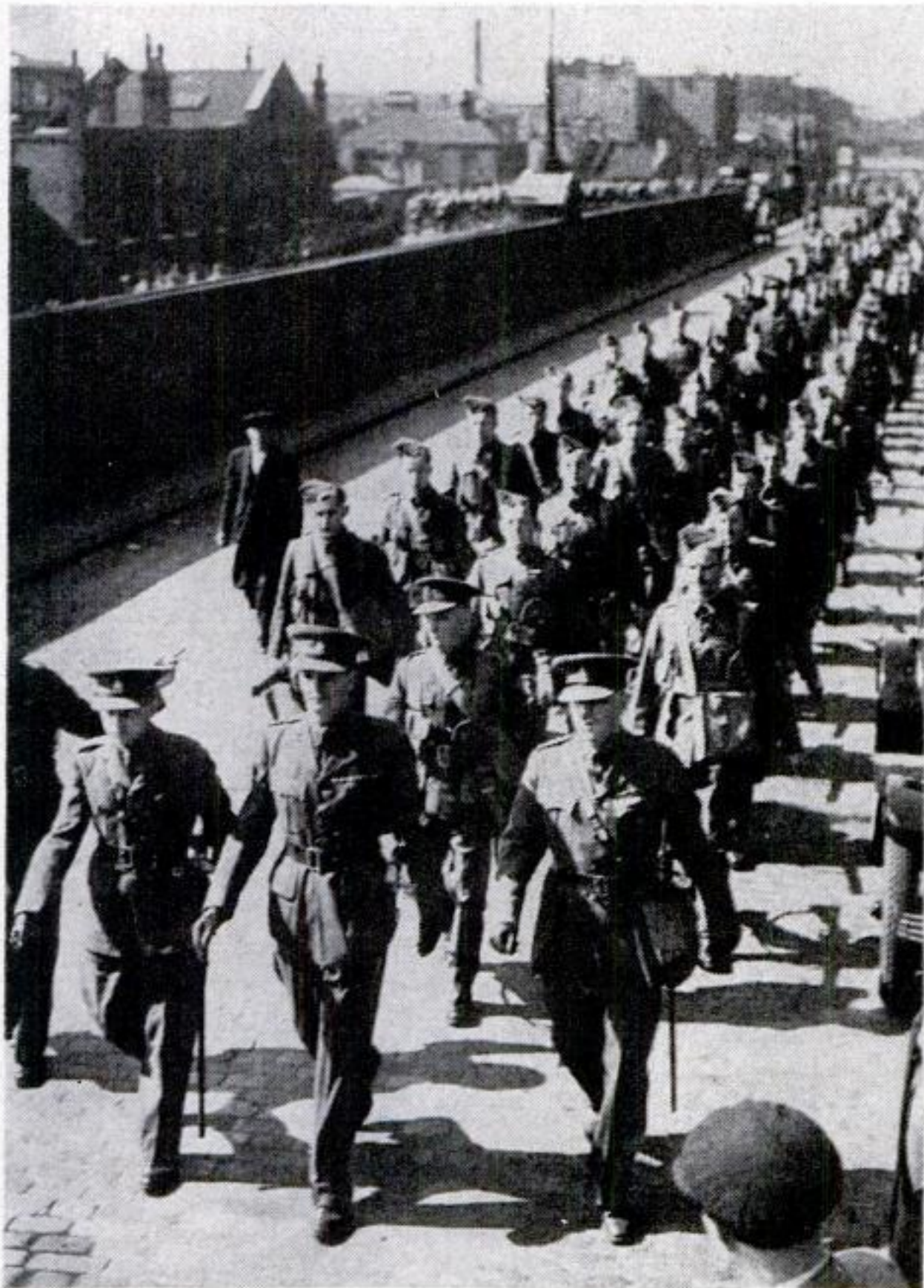
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CHURCHILL'S MEMOIRS

CONTINUED FROM PAGE 70

Battle of Warsaw against the Bolshevik invasion of Poland in August, 1920—an event decisive for Europe at that time. He was now 73, but was reported to be efficient and vigorous in a very high degree.

The confusion of the northern command, the apparent paralysis of the First French Army, and the uncertainty about what was happening caused the War Cabinet extreme anxiety. On the 19th we were informed (4.30 p.m.) that Lord Gort was "examining a possible withdrawal towards Dunkirk if that were forced upon him."



EDEN AND THE MEN OF CALAIS

The miracle of Dunkirk was possible because the British garrison at Calais was ordered to fight a holding action. It was a hard order for the prime minister and the war secretary, his friend Anthony Eden, to issue. It meant sacrificing Eden's old regiment, a reserve unit of which he had briefly rejoined (*above*) before World War II.

At the morning War Cabinet of May 20 we again discussed the situation of our Army. Even on the assumption of a successful fighting retreat to the Somme, I thought it likely that considerable numbers might be cut off or driven back on the sea. It is recorded in the minutes of the meeting: "The Prime Minister thought that as a precautionary measure the Admiralty should assemble a large number of small vessels in readiness to proceed to ports and inlets on the French coast." On this the Admiralty acted immediately and with ever-increasing vigour as the days passed and darkened.

Operational control had been delegated on the 19th to Admiral Ramsay, commanding at Dover, whose resources at that time comprised 36 personnel-vessels of various sorts based on Southampton and Dover. On the afternoon of the 20th, in consequence of the orders from London, the first conference of all concerned,

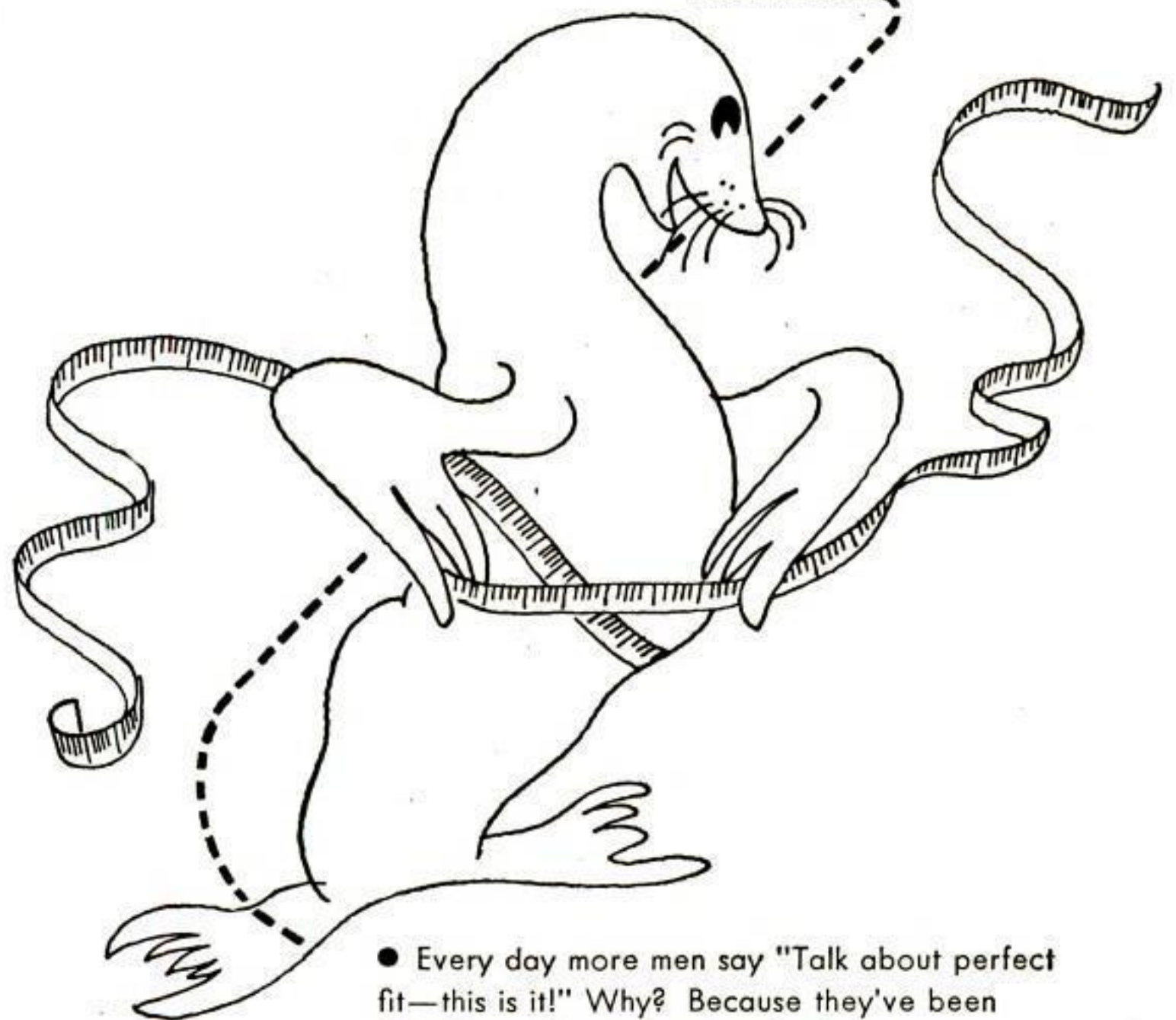
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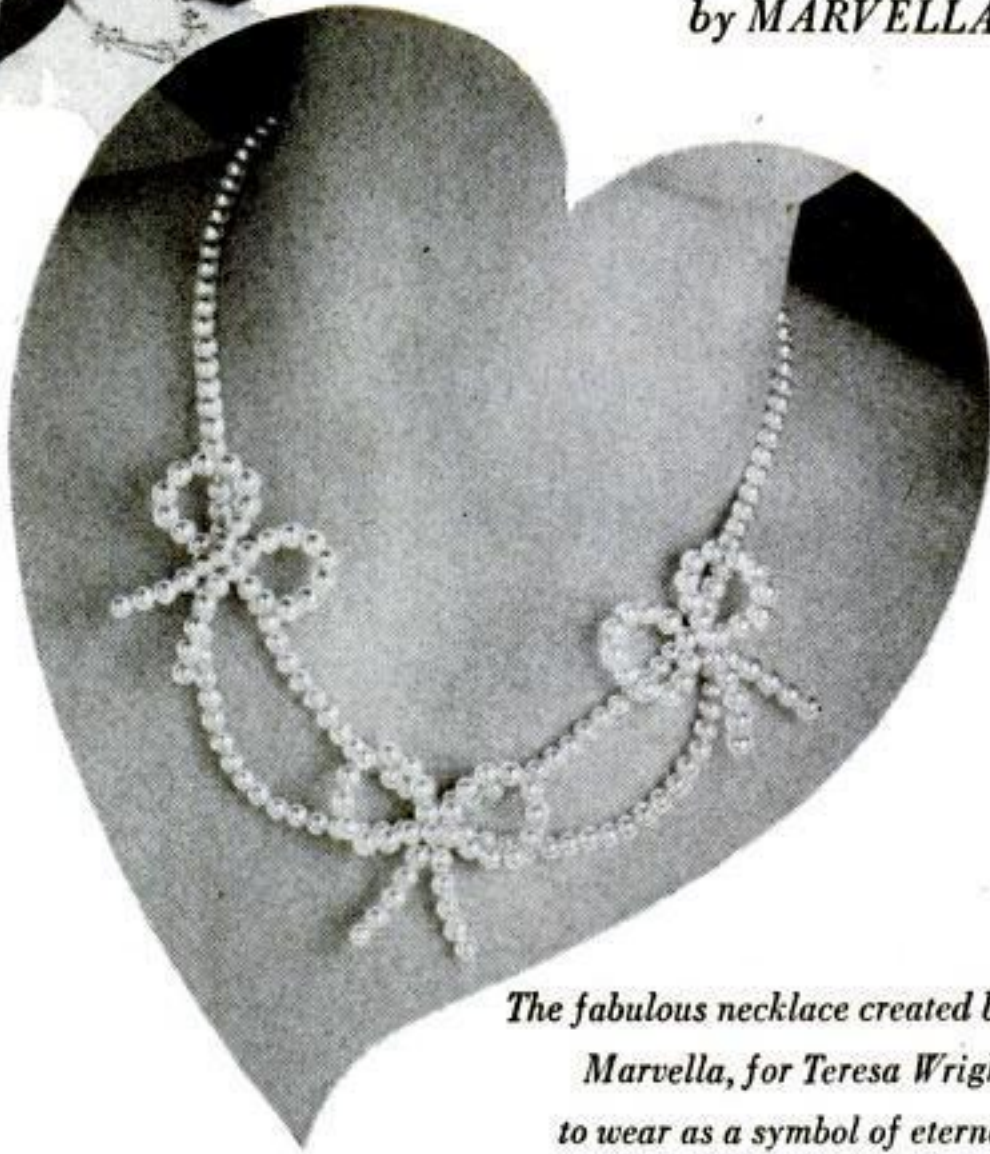


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We say it's...
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MR. CHURCHILL'S FLAMINGO

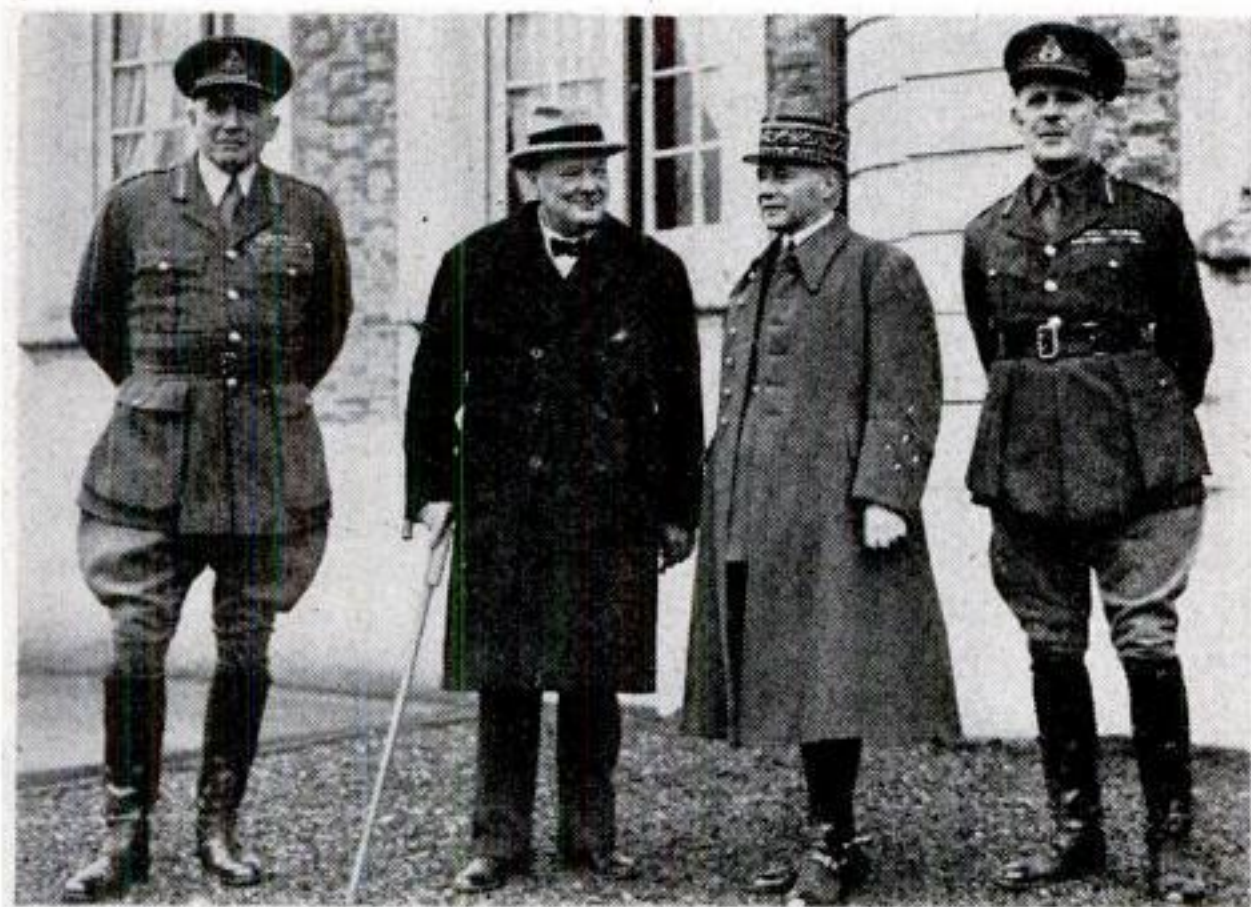
The plane assigned to Mr. Churchill for his trips across the Channel during the Battle of France was a Flamingo (above) built by de Havilland. Later he used it to inspect Britain's anti-invasion defenses. In his memoirs he speaks of it as "the faithful Flamingo."

including representatives of the Shipping Ministry, was held at Dover to consider "the emergency evacuation across the Channel of very large forces." From Harwich round to Weymouth sea-transport officers were directed to list all suitable ships up to a thousand tons, and a complete survey was made of all shipping in British harbours. These plans for what was called "Operation Dynamo" proved the salvation of the Army ten days later.

The direction of the German thrust had now become more obvious. Armoured vehicles and mechanised divisions continued to pour through the gap towards Amiens and Arras, curling westwards along the Somme towards the sea. On the night of the 20th they entered Abbeville, having traversed and cut the whole communications of the Northern Armies. These hideous, fatal scythes encountered little or no resistance once the front had been broken. The German tanks—the dreaded "*chars allemands*"—ranged freely through the open country, and, aided and supplied by mechanised transport, advanced thirty or forty miles a day. They had passed through scores of towns and hundreds of villages without the slightest opposition, their officers looking out of the open cupolas and waving jauntily to the inhabitants. Eye-witnesses spoke of crowds of French prisoners marching along with them, many still carrying their rifles, which were from time to time collected and broken under the tanks. I was shocked by the utter failure to grapple with the German armour, which, with a few thousand vehicles, was compassing the entire destruction of mighty armies, and by the swift collapse of all French resistance once the fighting front had been pierced. The whole German movement was proceeding along the main roads, at no point on which did they seem to be blocked.

Weygand unfolds his plan

WHEN I arrived in Paris on May 22 there was a new setting. Gamelin was gone; Daladier was gone from the war scene. Reynaud was both Prime Minister and Minister of War. As the German thrust had definitely turned seaward, Paris was not immediately threatened. Grand Quartier Général (G.Q.G., headquarters of the French High Command) was still at Vincennes. M. Reynaud drove me down there about noon. Weygand met us. In spite of his physical exertions and a night of travel, he was brisk, buoyant and incisive. He made an excellent impression upon all. He unfolded his plan of war. He was not content with a southward march or retreat for the Northern Armies. They should strike south-east from around Cambrai and Arras in the general direction of St. Quentin, thus taking in flank the German armoured divisions at present engaged in what he called the St. Quentin-Amiens pocket. Meanwhile a



MR. CHURCHILL IN FRANCE

On an early visit to the French front Mr. Churchill witnessed a ceremony at which General Gamelin (*second from right*) decorated General Ironside (*left*), then chief of the Imperial General Staff, and Lord Gort, commander of British forces on the Continent.

new French army under General Frère, composed of eighteen to twenty divisions drawn from Alsace, from the Maginot Line, from Africa and from every other quarter, were to form a front along the Somme. The enemy armour must be kept under constant pressure. "The Panzer divisions must not," said Weygand, "be allowed to keep the initiative." All necessary orders had been given so far as it was possible to give orders at all. Dill and I were agreed that we had no choice, and indeed no inclination, except to welcome the plan.

I slept the night at the Embassy. The air raids were trivial; the guns were noisy, but one never heard a bomb. Very different indeed were the experiences of Paris from the ordeal which London was soon to endure.

There was a very strong feeling in Cabinet and high military circles that the abilities and strategic knowledge of Sir John Dill, who had been since April 23 Vice-Chief of the Imperial General Staff, should find their full scope in his appointment as our principal Army adviser.

We had also to choose a Commander-in-Chief for the British Island, if we were invaded. Late at night on May 25, Ironside, Dill, Ismay, myself and one or two others in my room at Admiralty House were trying to measure the position. General Ironside volunteered the proposal that he should cease to be Chief of the Imperial General Staff (C.I.G.S.), but declared himself quite willing to command the British Home Forces. Considering the unpromising task that such a command was at the time thought to involve, this was a spirited and selfless offer. I therefore accepted General Ironside's proposal; and the high dignities and honours which were later conferred upon him arose from my appreciation of his bearing at this moment in our affairs. Sir John Dill became C.I.G.S. on May 27. The changes were generally judged appropriate for the time being.

IN the hideous dilemma which now presented itself we accepted the Weygand plan and made loyal and persistent, though now ineffectual, efforts to carry it out until the 25th, when, all the communications being cut, our weak counter-attack being repulsed with the loss of Arras, the Belgian front breaking and King Leopold about to capitulate, all hope of escape to the southward vanished. There remained only the sea. Could we reach it, or must we be surrounded and broken up in the open field? In any case the whole artillery and equipment of our army, irreplaceable for many months, must be lost. But what was that compared with saving the army, the nucleus and structure upon which alone Britain could build her armies of the future? Lord Gort, who had from the 25th onwards felt that evacuation by sea was our only chance, now proceeded to form a bridgehead around Dunkirk

CONTINUED ON NEXT PAGE

Send Flowers-by-Wire to your darling on Valentine's Day!

For Flowers more than any other
Valentine say, "I love you". And
your own *personal message* is included
on the card that goes along!

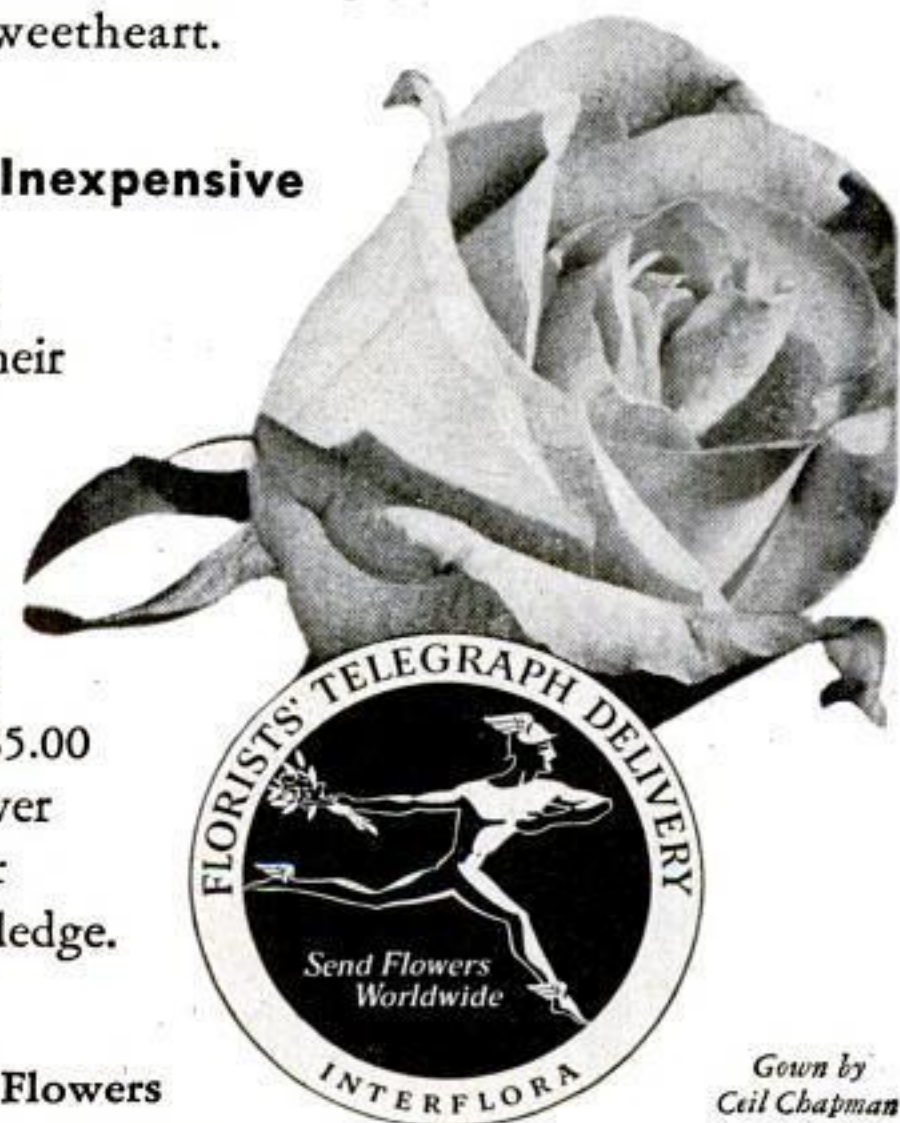


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Your own local F.T.D. florist
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Flowers by Wire will be so excitingly
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"50 seconds to massage." Try the famous workout used by so many successful men in sports and business. Vitalis' special formula stimulates, refreshes your scalp as no non-alcoholic dressing does. And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.



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Product of
Bristol-Myers

the **Vitalis**
"60-Second
Workout"
for handsomer,
healthier-looking hair

CHURCHILL'S MEMOIRS CONTINUED

and to fight his way into it with what strength remained. All the discipline of the British, and the qualities of their commanders, who included Brooke, Alexander and Montgomery, were to be needed. Much more was to be needed. All that man could do was done. Would it be enough?

A MUCH-DISPUTED episode must now be examined: General Halder, Chief of the German General Staff, has declared that at this moment Hitler made his only effective direct personal intervention in the battle. He became, according to this authority, "alarmed about the armoured formations because they were in considerable danger in a difficult country, honey-combed with canals, without being able to attain any vital results." He felt he could not sacrifice armoured formations uselessly, as they were essential to the second stage of the campaign. He believed, no doubt, that his air superiority would be sufficient to prevent a large-scale evacuation by sea. He therefore, according to Halder, sent a message to him through Brauchitsch, ordering "the armoured formations to be stopped, the points even taken back." Thus, says Halder, the way to Dunkirk was cleared for the British Army.

Other German generals have told much the same story, and have even suggested that Hitler's order was inspired by a political motive, to improve the chances of peace with England after France was beaten. Authentic documentary evidence has now come to light in the shape of the actual diary of Rundstedt's headquarters written at the time. This tells a different tale. At midnight on the 23rd orders came from Brauchitsch, placing the Fourth Army under Rundstedt for "the last act" of "the encirclement battle." Next morning Hitler visited Rundstedt, who represented to him that his armour, which had come so far and so fast, was much reduced in strength and needed a pause wherein to reorganise and regain its balance for the final blow against an enemy who his staff diary says was "fighting with extraordinary tenacity." Moreover Rundstedt foresaw the possibility of attacks on his widely-dispersed forces from north and south; in fact, the Weygand plan, which, if it had been feasible, was the obvious Allied counter-stroke. Hitler "agreed entirely." He also dwelt on the paramount necessity of conserving the armoured forces for further operations. However, very early on the 25th a fresh directive was sent from Brauchitsch as the Commander-in-Chief ordering the continuation of the advance by the armour. Rundstedt, fortified by Hitler's verbal agreement, would have none of it. He did not pass on the order to the Fourth Army Commander, Kluge, who was told to continue to husband the Panzer divisions. Kluge protested at the delay, but it was not till the next day, the 26th, that Rundstedt released them, although even then he enjoined that Dunkirk was not yet itself to be directly assaulted.

It is therefore certain that the armour was halted; that this was done on the initiative not of Hitler but of Rundstedt. There is general agreement among the German commanders that a great opportunity was lost.

There was however a separate cause which affected the movements of the German armour at the decisive point.

The drama of Calais

AFTER reaching the sea at Abbeville on the night of the 20th, the leading German armoured and motorised columns had moved northward along the coast by Étaples towards Boulogne, Calais and Dunkirk, with the evident intention of cutting off all escape by sea. This region was lighted in my mind from the previous war, when I had maintained the mobile Marine Brigade operating from Dunkirk against the flanks and rear of the German armies marching on Paris. I did not therefore have to learn about the inundation system between Calais and Dunkirk, or the significance of the Gravelines waterline. The sluices had already been opened and with every day the floods were spreading, thus giving southerly protection to our line of retreat. I now resolved that Calais should be fought to the death, and that no evacuation by sea could be allowed to the garrison. It was painful thus to sacrifice these splendid trained Regular troops, of which we had so few, for the doubtful advantage of gaining two or perhaps three

CONTINUED ON PAGE 80

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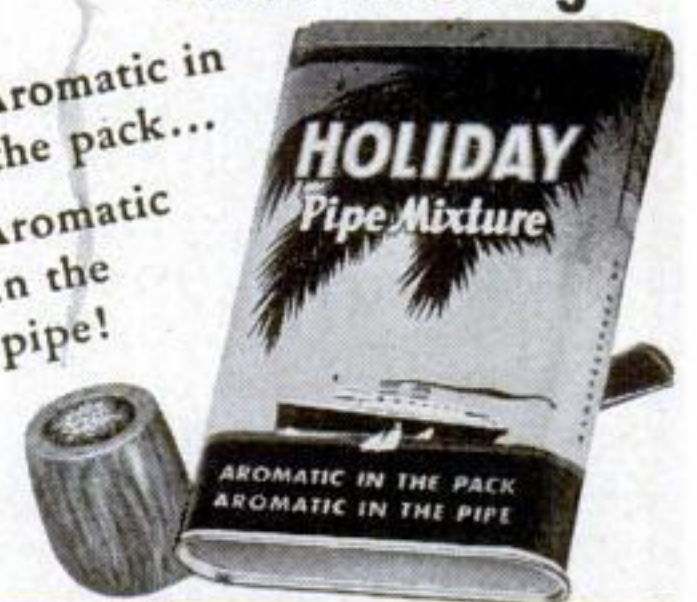
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Tums give sweet
relief almost instantly
TUMS **for the tummy**



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Beautify Nails - with professional touch of Wigder Triple-Cut Precision Files. Smoother. Faster. Keeps sharp. Cleans easily. **Wigder** only 25¢
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Even the huskiest baby's skin needs protective, tender care.

Watch Tenderly over his Thinner Skin



You use only the blandest soap for baby's daily bath. His skin is so tender, so much thinner than yours—some soaps might easily irritate it. Recent studies show baby's skin would be more sensitive, be "hurt" sooner. From his head right down to his tiny toes, your baby's skin needs regular, protective care.



You really don't mind changing him—because it's important to keep that delicate skin comfortably dry. Be sure, too, that you always choose his bathroom tissue for 3 "tender skin" qualities. Old-linen softness that won't chafe. High absorbency for really thorough cleansing. The right amount of strength to resist tearing or shredding even when moist.



More mothers every day are finding this ideal combination of "tender skin" qualities in Scott Tissue. Scott Tissue is gentle as your own touch on baby's tender skin. Up to 6 months, try padding his diapers with 20 or more sheets of fluffed-up Scott Tissue. Just flush away the soiled tissue. Fewer diapers for you to launder—keeps baby happy too.

Trade Marks "Scott Tissue," "Soft as old linen" Reg. U. S. Pat. Off.

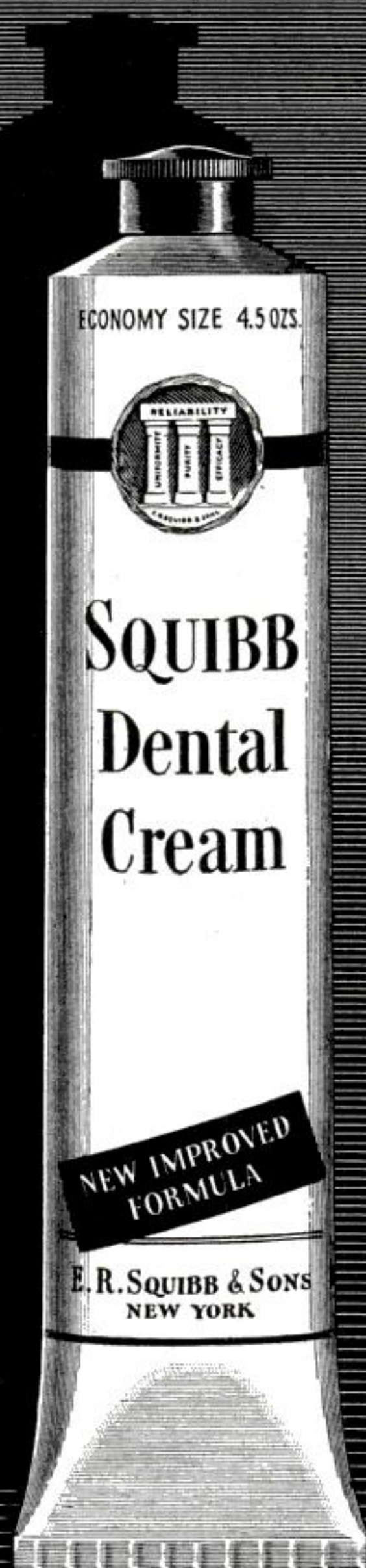
SCOTTISSUE IS SOFT AS OLD LINEN

3 reasons for the extra clean feeling...

action of magnesium hydroxide

real peppermint for taste and breath

better penetration between teeth



The priceless ingredient of every product
is the honor and integrity of its maker

CHURCHILL'S MEMOIRS CONTINUED

days, and the unknown uses that could be made of these days. The Secretary of State for War and the C.I.G.S. agreed to this hard measure.

"May 25, 1940

"Prime Minister to C.I.G.S.

"Something like this should be said to the Brigadier defending Calais: Defence of Calais to the utmost is of the highest importance to our country and our Army now. First, it occupies a large part of the enemy's armoured forces, and keeps them from attacking our line of communication. Secondly, it preserves a sally-port from which portions of the British Army may make their way home. Lord Gort has already sent troops to your aid, and the Navy will do all possible to keep you supplied. The eyes of the Empire are upon the defence of Calais, and His Majesty's Government are confident that you and your gallant regiment will perform an exploit worthy of the British name."

This message was sent to Brigadier Nicholson at about 2 p.m. on May 25.

"One has to eat . . ."

THE final decision not to relieve the garrison was taken on the evening of May 26th. Till then the destroyers were held ready. Eden and Ironside were with me at the Admiralty. We three came out from dinner and at 9 p.m. did the deed. It involved Eden's own regiment, in which he had long served and fought in the previous struggle. One has to eat and drink in war, but I could not help feeling physically sick as we afterwards sat silent at the table.

Calais was the crux. Many other causes might have prevented the deliverance of Dunkirk, but it is certain that the three days gained by the defence of Calais enabled the Gravelines waterline to be held, and that without this, even in spite of Hitler's vacillations and Rundstedt's orders, all would have been cut off and lost.

Early on May 26 Gort and Blanchard* drew up their plan for withdrawal to the coast. As the First French Army had farther to go, the first movements of the British Expeditionary Force (B.E.F.) on the night of the 26-27th were to be preparatory, and rearguards of the British 1st and 2nd Corps remained on the frontier defences till the night of the 27-28th. In all this Lord Gort had acted upon his own responsibility. But by now we also at home, with a somewhat different angle of information, had already reached the same conclusions. On the 26th a telegram from the War Office approved his conduct, and authorised him "to operate towards the coast forthwith in conjunction with the French and Belgian Armies." The emergency gathering on a vast scale of naval vessels of all kinds and sizes was already in full swing.

Meanwhile the organisation of the bridgeheads around Dunkirk was proceeding. The French were to hold from Gravelines to Bergues, and the British thence along the canal by Furnes to Nieuport and the sea. The various groups and parties of all arms which were arriving from both directions were woven into this line. Four British divisions and the whole of the First French Army were now in dire peril of being cut off around Lille. The two arms of the German encircling movement strove to close the pincers upon them. This however was one of those rare but decisive moments when mechanical transport exercises its rights. When Gort gave the order all these four divisions came back with surprising rapidity almost in a night. Meanwhile, by fierce battles on either side of the corridor, the rest of the British army kept the path open to the sea. The pincer-claws, which were delayed by the 2nd Division, and checked for three days by the 5th Division, eventually met on the night of May 29 in a manner similar to the great Russian operation round Stalingrad in 1942. The trap had taken two and a half days to close, and in that time four British divisions and all the First French Army, except the Fifth Corps, which was lost, withdrew in good order through the gap, in spite of the French having mainly horse transport, and in spite of the principal road to Dunkirk being already cut and the secondary

*French general in command at this time of the Allies' First Army Group.—ED.

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... gives guaranteed smoother
power by dissolving gum and
sludge in 10 miles



Rislone works its "motor magic" in your car, whether it is new or old.

In cold weather it keeps oil free-flowing for quick, easy starting. A little Rislone in your transmission and differential grease prevents congealing, protects your gears, and makes shifting easy.

In any weather, Rislone gives you smooth power at all speeds. It absorbs power-robbing gum and sludge. Keeps your car at peak performance.

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Whenever you change your oil

... put in a quart of SHALER

Rislone

(2 quarts for larger cars). As you add oil, make every fourth quart RISLONE.

Remember! MILK adds LIFE

AMERICAN DAIRY ASSOCIATION
Chicago 6, Illinois

WHAT'S COOKING?

A businessman invited an important customer to spend the week end at his country home.

Saturday morning, while their guest was enjoying a fine breakfast of Grape-Nuts Wheat-Meal, the businessman took his wife aside and asked what plans she'd made for the week end.

"No plans at all," replied his wife.

"But honey," moaned her husband, "I particularly asked you to cook up something exciting for our guest."

"Don't worry," said she. "I cooked up plenty of Grape-Nuts Wheat-Meal and you can see how excited he is about that delicious hot cereal."

(ADVT.)

T-N-T POPCORN for winter nights

CONTINUED ON PAGE 82

Do you count your
daily cups of coffee?



ASK YOUR FRIENDS how much coffee they drink, and 9 times out of 10 they can tell you their daily amount to the cupful.

For consciously or unconsciously, most folks *do* keep track of how much coffee they drink.

Why *do* they? Why *do you*?

Isn't it because you have an uneasy feeling that you might drink *too much* of this delicious beverage?

For you realize that coffee contains caffeine—and that caffeine can make some people nervous and irritable, keep them awake at night.

Whenever you *are* tense, jittery, sleepless—you naturally wonder if coffee is the cause. Should you cut down on the number of cups you have each day? Should you cut it out altogether? *What to do?*

DRINK SANKA COFFEE

The answer is simple—and you'll find it's ever so

pleasant, too! You can go right on drinking the coffee you love so much—just make sure you drink Sanka Coffee!

For when you change to Sanka Coffee, you can enjoy *all* the coffee you want, any time of day or night, without the slightest worry about caffeine-effect.

Because, you see, Sanka Coffee is caffeine-free! So all your worry about losing sleep—all your fear of getting nervous and irritable from drinking too much coffee—is *gone*! You don't need to count your daily cups of coffee any more! Sanka Coffee won't make you jittery—or keep you awake. It just *can't*—because 97% of the caffeine has been taken out!

ALL COFFEE- REAL COFFEE- 97% CAFFEIN-FREE

But removing the caffeine doesn't detract a bit from Sanka's rich, full-bodied flavor, its tempting aroma. When you drink Sanka, you still get the wonderful taste-goodness—the wonderful sense of satisfaction

and bracing cheer that only coffee can give you!

Start drinking Sanka tomorrow. It's real coffee, all coffee, grand coffee—so you have nothing to lose, and possibly a great deal to gain.

Sanka Coffee

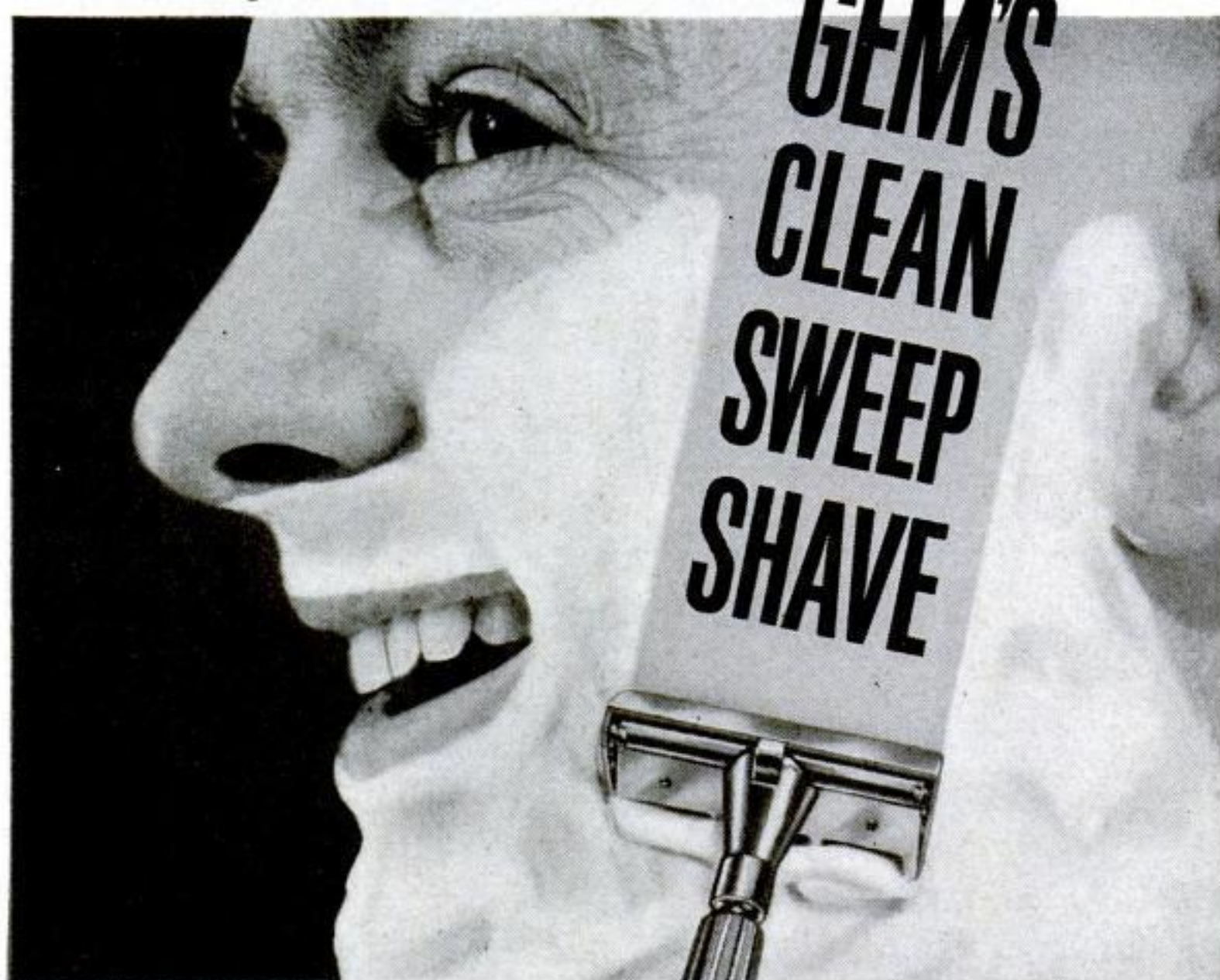
Real coffee with the worry taken out.
Drink it and sleep!



Products of
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ONCE OVER...

and you're **CLEAN!**



What razor gives a clean shave with a once-over? Gem! Only Gem uses the heavier, keener, longer-lasting Gem Blade! Only Gem has an

automatic shaving angle that gets whiskers at skin-level—faster, more gently—and cleans up your shaving troubles in one smooth stroke!



Another A.S.R. Product, Gem Div., Amer. Safety Razor Corp., B'klyn 1, N. Y. ©

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CHURCHILL'S MEMOIRS CONTINUED

roads filled with retiring troops, long trains of transport, and many thousands of refugees.

I issued the following general injunction:

"(Strictly Confidential.)"

"May 28, 1940

"In these dark days the Prime Minister would be grateful if all his colleagues in the Government, as well as important officials, would maintain a high morale in their circles; not minimising the gravity of events, but showing confidence in our ability and inflexible resolve to continue the war till we have broken the will of the enemy to bring all Europe under his domination.

"No tolerance should be given to the idea that France will make a separate peace; but whatever may happen on the Continent, we cannot doubt our duty, and we shall certainly use all our power to defend the Island, the Empire and our Cause."

In the early hours of the 28th the Belgian Army surrendered. Lord Gort received the formal news of this only one hour before the event, but of course the collapse had been foreseen three days earlier, and in one fashion or another the gap was plugged.

All this day of the 28th the escape of the British Army hung in the balance. The German thrust between the British and Belgian armies was not to be prevented, but its fatal consequence, an inward turn across the Yser, which would have brought the enemy on to the beaches behind our fighting troops, was foreseen and everywhere forestalled.

The Germans sustained a bloody repulse. Orders were given to the British artillery, both field and medium, to fire off all their ammunition at the enemy, and the tremendous fire did much to quell the German assault. All the time, vast masses of transport and troops poured back into the developing bridgehead of Dunkirk, and were fitted with skilful improvisation into its defences. Moreover, within the perimeter itself, the main east-west road was at one time completely blocked by vehicles, and a one-way track was cleared only by bulldozers hurling them into the ditches on either side.

In the afternoon of the 28th Gort ordered a general withdrawal to the bridgehead, which now ran Gravelines-Bergues-Furnes-Nieuport. By the 29th a large part of the B.E.F. had arrived within the perimeter, and by this time the naval measures for evacuation were beginning to attain their full effect. On May 30 G.H.Q. reported that all British divisions, or the remains of them, had come in.

General Prioux, in command of the First French Army, seemed prepared to surrender the entire force, but General de la Laurencie would not obey. More than half this French army found their way to Dunkirk, where the great majority were safely embarked. But the line of retreat of at least five divisions was cut by the German pincer movement west of Lille. On the 28th they

In Next Week's Issue

THE SECOND INSTALMENT OF WINSTON CHURCHILL'S "THEIR FINEST HOUR"

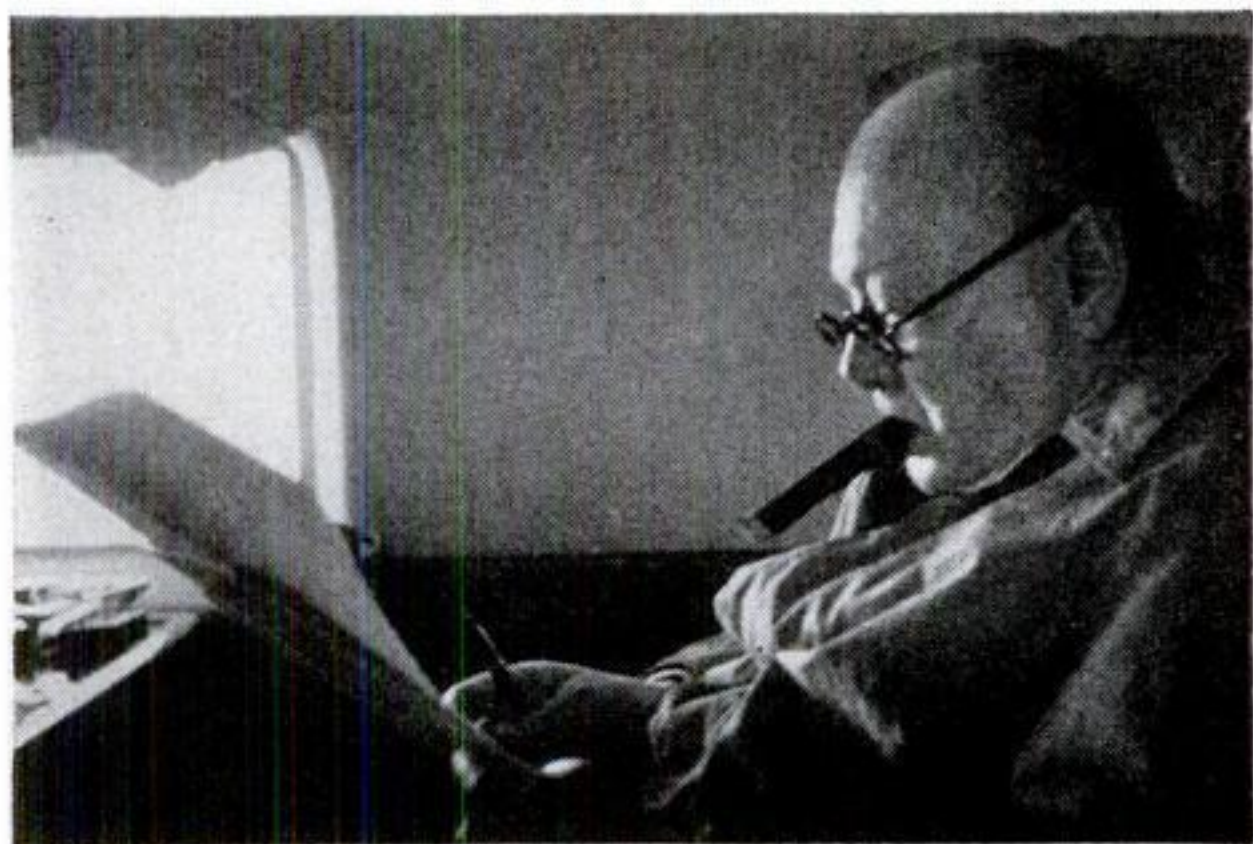
The miracle of Dunkirk, wrought by the endurance of the troops on the beaches, the all-out effort of the RAF to dominate the air over the embarkation points, and the courage of the men who made up the crews of the "Mosquito Armada," is movingly described by Mr. Churchill in the next instalment of his war memoirs. Mr. Churchill reveals an order he gave that may have affected General Douglas MacArthur's career more than a year later. Britain's wartime prime minister lifts the curtain on the tragedy of the final French collapse: how he flew to France to bolster the sagging French resistance; how he argued with Marshal Petain that Paris should be defended as Clemenceau swore to defend it in World War I; how the British offered "indissoluble union" to the French; how defeatist elements in the French Cabinet brought about Reynaud's resignation, and how "a good plan" made it possible for General de Gaulle to escape to Great Britain.

attempted to break out westwards, but in vain; the enemy closed in upon them from all sides. All through the next three days the French in Lille fought on gradually contracting fronts against increasing pressure, until on the evening of the 31st, short of food and with their ammunition exhausted, they were forced to surrender. About fifty thousand men thus fell into German hands. These Frenchmen, under the gallant leadership of General Molinié, had for four critical days contained no less than seven German divisions which otherwise could have joined in the assaults on the Dunkirk perimeter. This was a splendid contribution to the escape of their more fortunate comrades and of the B.E.F.

It was a severe experience for me, bearing so heavy an over-all responsibility, to watch during these days in flickering glimpses this drama in which control was impossible, and intervention more likely to do harm than good. There is no doubt that by pressing in all loyalty the Weygand plan of retirement to the Somme as long as we did, our dangers, already so grave, were increased. But Gort's decision, in which we speedily concurred, to abandon the Weygand plan and march to the sea was executed by him and his staff with masterly skill, and will ever be regarded as a brilliant episode in British military annals.

It was Tuesday, May 28. I had not seen many of my colleagues outside the War Cabinet, except individually, since the formation of the Government, and I thought it right to have a meeting in my room at the House of Commons of all Ministers of Cabinet rank other than the War Cabinet Members. We were perhaps twenty-five round the table. I described the course of events, and I showed them plainly where we were, and all that was in the balance. Then I said quite casually, and not treating it as a point of special significance: "Of course, whatever happens at Dunkirk, we shall fight on."

There occurred a demonstration which, considering the character of the gathering—twenty-five experienced politicians and Parliament men, who represented all the different points of view, whether right or wrong, before the war—surprised me. Quite a number seemed to jump up from the table and come running to my chair, shouting and patting me on the back. There is no doubt that had I at this juncture faltered at all in the leading of the nation, I should have been hurled out of office. I was sure that every Minister was ready to be killed quite soon, and have all his family and possessions destroyed, rather than give in. In this they represented the House of Commons and almost all the people. It fell to me in these coming days and months to express their sentiments on suitable occasions. This I was able to do, because they were mine also. There was a white glow, overpowering, sublime, which ran through our Island from end to end.



EN ROUTE AND AT WORK

Conservative leader in Commons and leader in the movement for a United States of Europe, Winston Churchill at 74 nevertheless works on his memoirs at a pace that younger men might envy. Above: he reads galley proofs while flying home from Marrakech.

Who is "The Laughing Baby"?

It's the Baby who **never** has Diaper Rash..

Playtex Baby Oil has 6 times more soothing lanolin than any other sold.

Playtex Baby Powder is super-fine. Gently absorbs, safely deodorant, guards against prickly heat and chafing.

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YOUR MONEY BACK

if your baby ever develops diaper rash while using PLAYTEX BABY OIL, POWDER AND CREAM exclusively.

HOSPITALS PROVE NEVER A CASE OF DIAPER RASH

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Scientific tests with thousands of babies—medically supervised by more than 100 hospitals and pediatricians—prove never a case of diaper rash when PLAYTEX Baby Oil, Powder, and Cream are consistently—and exclusively used. And, in cases where diaper rash had already appeared, it immediately cleared up after babies were switched to Playtex Baby Oil, Powder, and Cream.



"These new pants are the best ever!"

Playtex Baby Pants are comfortable and completely waterproof. Made of pure liquid latex, they're light, cool, super-stretchy, and long wearing. Playtex pants wash odor-free in ten seconds, pat dry with a towel. Accurately sized by baby's weight.



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Playtex Plastikool Sheets are light, completely waterproof, stay soft and pliable—even after hundreds of washings. Nylon-reinforced; they're tear-resistant and wear-resistant. PLASTIKOOL sheets wash in a jiffy, dry with a towel. In three handy sizes.

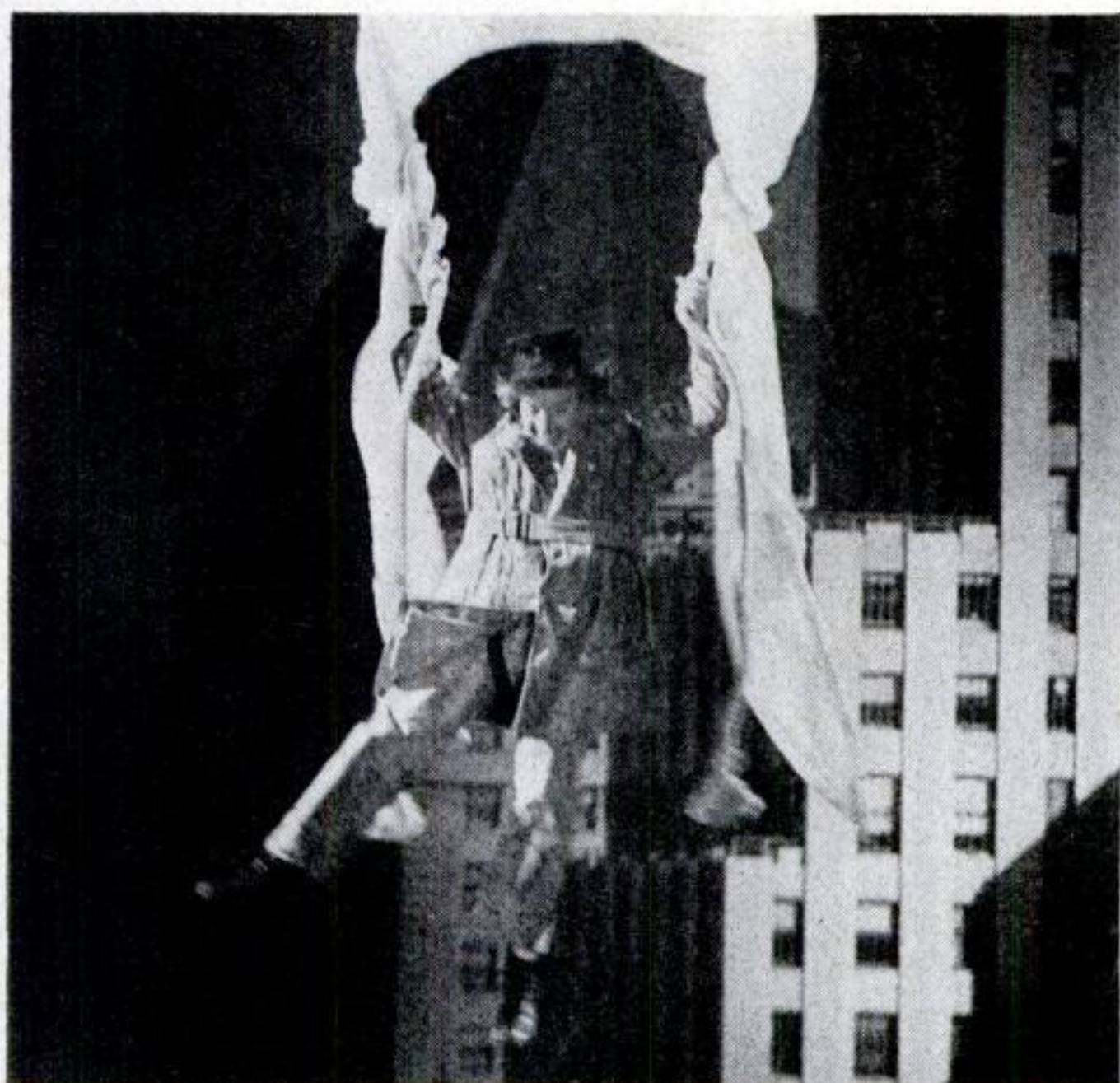
For Happy Comfort for Babies say **"Playtex"**
for the Gifts that Mothers Really Want

Beautiful, silvery gift-packaged Playtex Products are sold at all department stores and specialty shops. Ask for the golden "Kooler" brand in better drug stores. International Latex Corp., Playtex Park, Dover, Del. © 1949

MOVIES



HIGH ABOVE TIMES SQUARE
HARPO MEETS FISK TIRE BOY,
MATCHES YAWN FOR YAWN

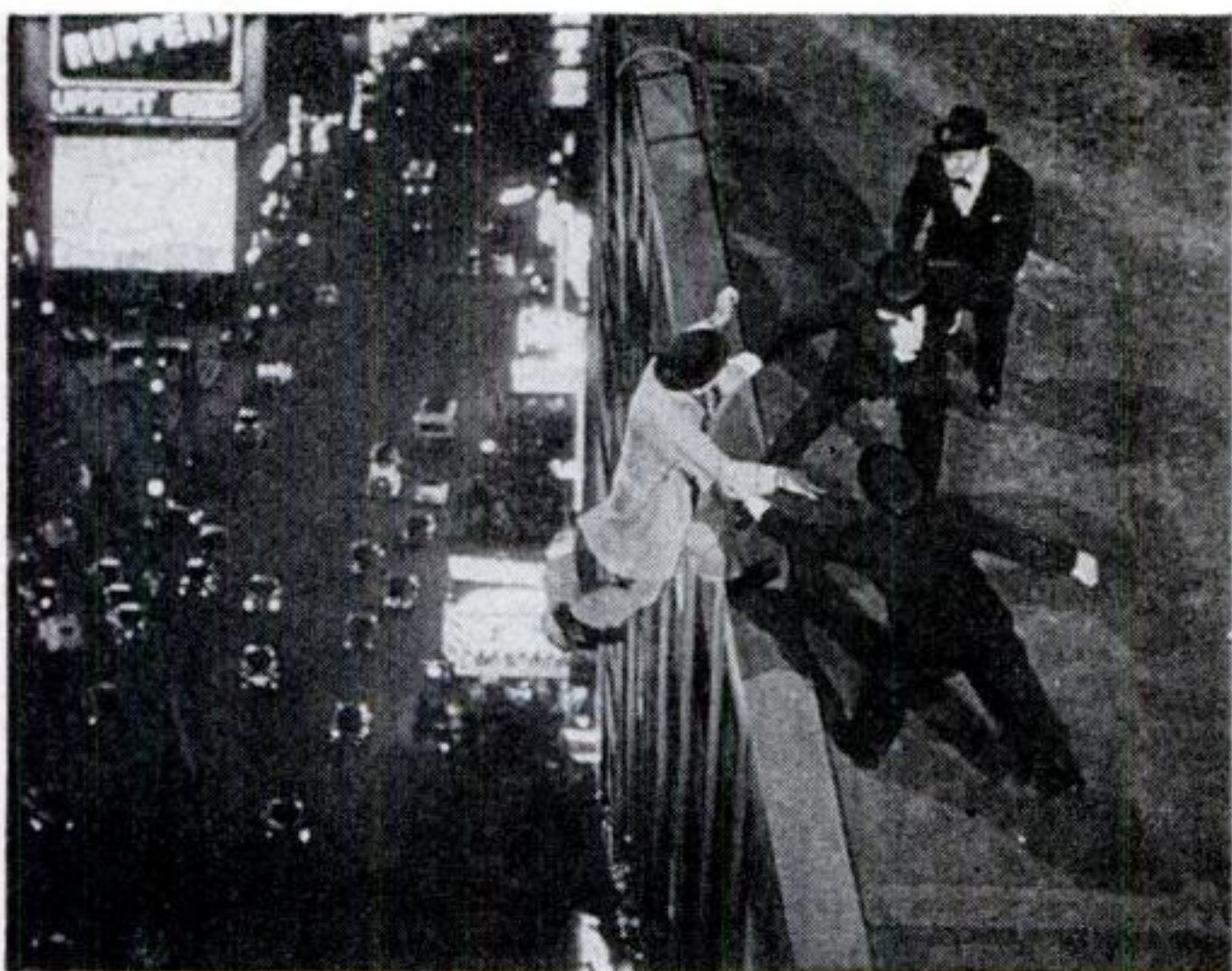


THE CHASE BEGINS when Harpo blithely drops from blonde jewel thief's bedroom window using parachute he has improvised hastily from a bed canopy.

HAIRBREADTH HARPO

He eludes villains in neon chase

The Marx Brothers' forthcoming movie *Love Happy* has its full quota of traditional Marx shenanigans with Groucho as an astigmatic "private eye," Chico a spectacularly unsuccessful mind reader and mute Harpo a chestnut-vending bum. But best of all it has one of the finest chases since Harold Lloyd took up window-ledge teetering 30 years ago. In the chase Harpo, pursued by a gang of jewel thieves, careens across the rooftops of Times Square (Hollywood version) until rescued by one of the giddiest manifestations of the advertising age, the Square's huge electrical advertising signs. The film, in which Harpo is almost the whole show, may be the last displaying all three brothers. Groucho is busy on a radio program and piano-playing Chico traipses around on personal appearance tours, so from here on Harpo will probably have to ride alone.



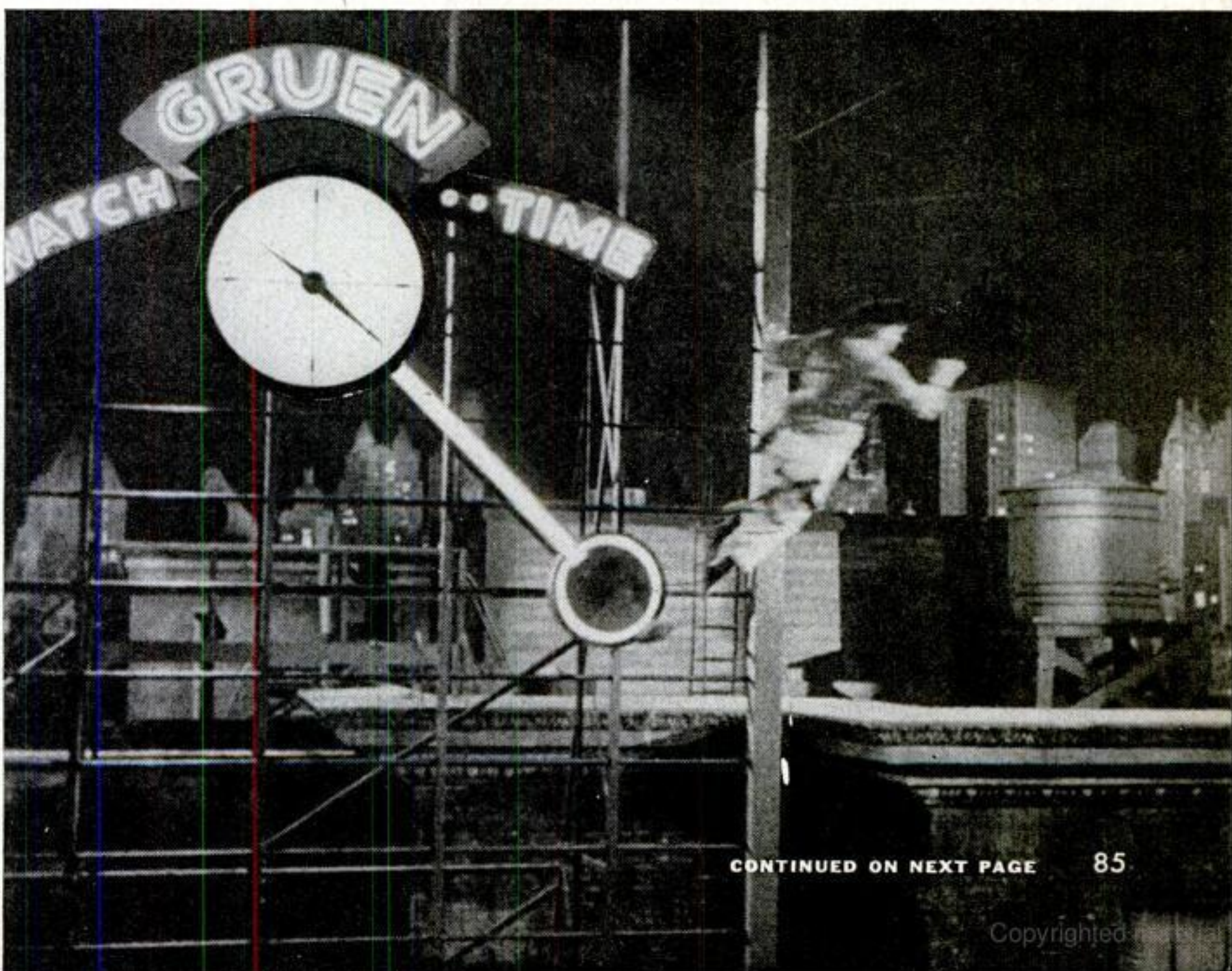
HARPO TEETERS giddily on a building ledge high above Times Square as jewel thief's three henchmen momentarily catch up with him. He gets away.

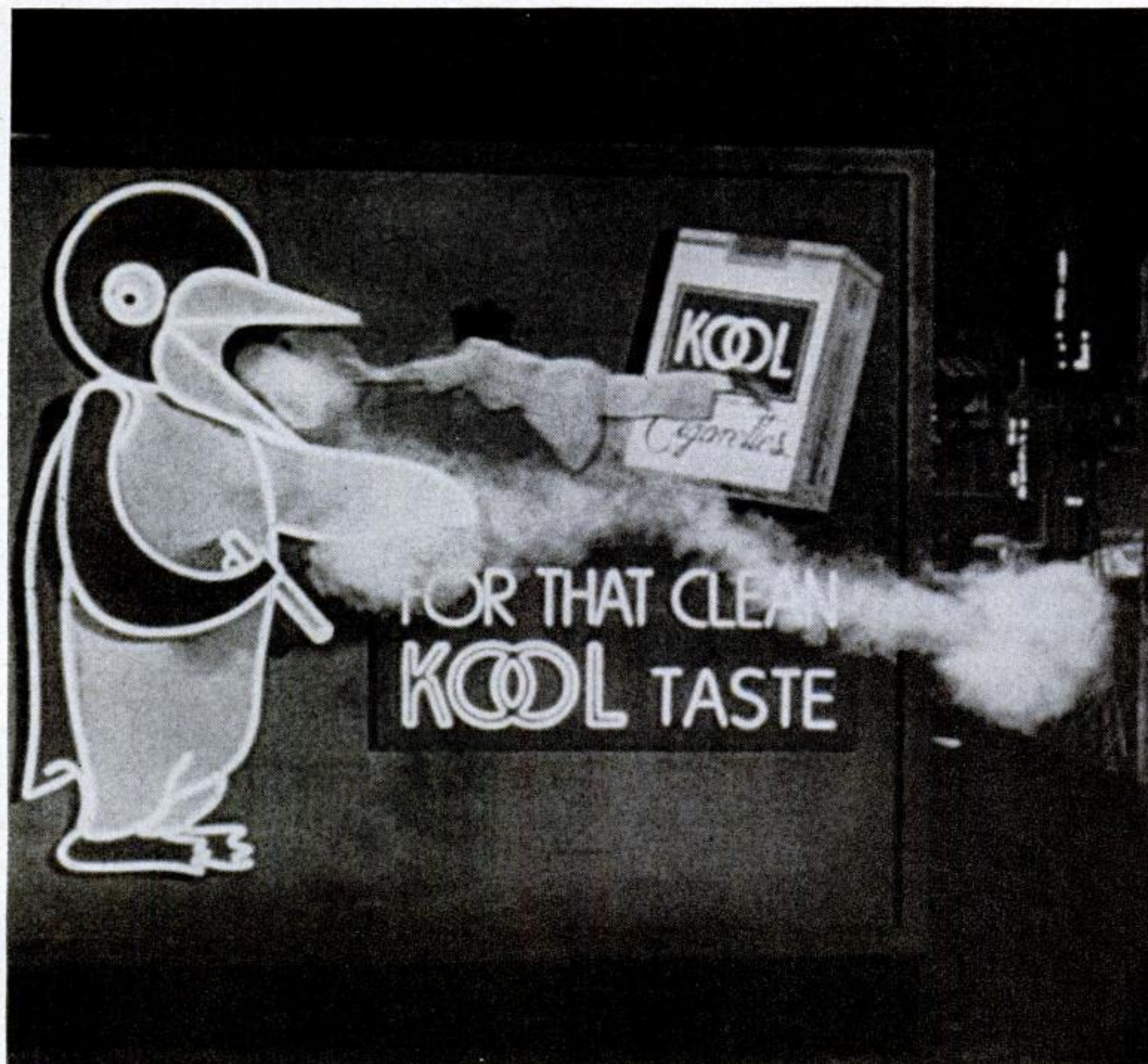


RIDING HIGH after caroming off the running lights of a Wheaties sign, Harpo is carried upward by Mobilgas' flying horse as it blinks to sign's top. Then he leaps to another sign (*below*).



SWINGING LOW, he bobs crazily as he clings to the oversize Gruen clock pendulum (*above*). When dizziness sets in he lets go, is catapulted through the air. For his landing, turn the page.





FLYING TOWARD THE PENGUIN, he soars straight into bird's mouth and plops inside among all the smoke-

making machinery. Loaded with smoke, he finally staggers out to the roof where the thugs pounce on him again.



HARPO ERUPTS after being punched in the stomach by a thug who gets a face full of Kool smoke for his trou-

ble. Gleefully making skillful use of his new-found secret weapon, Harpo downs the other thugs with smoke bursts.



THE WINNER STANDS AMONG THE SKYSCRAPERS,
PROUDLY SHOOTING SMOKE FROM BOTH EARS



BUCKLES AND BEAUX . . . this dainty Stuart strap slipper takes you blithely wherever *he* decides. Closed heel, new for Spring. Narrow strap tines your ankle, swoops down to buckle low on one side. High or medium heel; all colors, calf or suede; black patent. \$12.95—14.95.

Paradise Shoes

BRAUER BROS. SHOE CO., ST. LOUIS 8, MO. • WRITE FOR NAME OF NEAREST DEALER



A YOUNGSTER'S TUGGING REVEALS NOT ONLY THE TAPERED TROUSERS

WORK CLOTHES

NEW SUBSTITUTES FOR HOUSE DRESS
ARE RUGGED, TRIM AND TAILORED

American Greeting
VALENTINE CARDS

straight to the heart

AMERICAN GREETING CREATIONS
AT DRUG, VARIETY AND NEIGHBORHOOD STORES

AMERICAN GREETING PUBLISHERS, INC.
CLEVELAND 2, OHIO • LOS ANGELES 16, CALIF.



BENEATH A NEW PHELPS TUNIC BUT ALSO THE TUNIC'S DENIM STRENGTH

William Phelps of Birdsboro, Pa. once made some big over-the-shoulder leather bags for his wife Elizabeth and thereby launched a national fashion (LIFE, Nov. 19, 1945). Recently, for use around her Berks County farm, Elizabeth Phelps designed some personal "work clothes" which threaten to start another new trend. Her new substitutes for the monotonous house dress consist of slacks with narrow, tapering legs and, since she like many people does not approve of bulging slacks on women, of concealing apron skirts or tunics as well. All are of plain, practical work fabrics like denim, poplin or sailcloth. Currently purchasable in custom models only, they will soon be available in inexpensive red, blue and yellow manufactured versions.

CONTINUED ON NEXT PAGE

AT LAST!

A PRUNE JUICE THAT'S UNIFORMLY LAXATIVE



Are you one of the millions who find pure, delicious prune juice the finest aid of all to natural regularity?

Then read this. The new "C-L Process"* now gives Sunsweet Prune Juice an advantage no other prune juice—or any other fruit juice—has.

No other juice has "C-L"

For the first time, the laxative factor in prune juice has been measured. And, by the "C-L Process," Sunsweet's natural laxative factor is now *standardized*. No other prune juice can make this claim.

Pure prune juice

Sunsweet is still the same pure, unadulterated 100% natural product. Still made from those ripe, tender, plump Sunsweet prunes. Nothing added—nothing taken away.

But the usual variations in natural products are overcome in Sunsweet,

so this juice, and no other, now gives you assured laxative uniformity.

Better flavor

Remember, too, no other prune juice is made of the famous Sunsweet Prunes. There's no sugar or sweetening to alter its full-flavored, natural goodness. No wonder it's richer, tastier, more delicious.

There's no prune juice under the sun like Sunsweet. Make it your regular aid to natural regularity.



The new "C-L Process" is used exclusively for

SUNSWEEET PRUNE JUICE

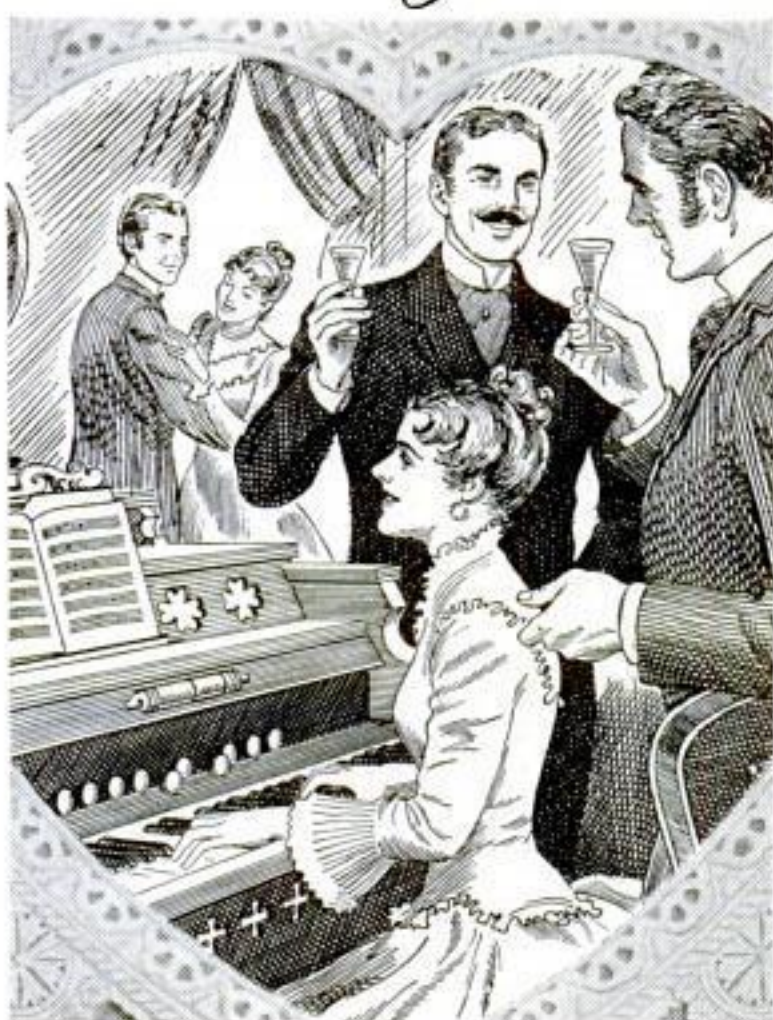
as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of *Sunsweet Prune Juice* is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

AT VALENTINE'S since 'Eighty-Nine, the sweetheart's Cresta Blanca wine!



Today...



as in 1889
the crest of quality wine

**CRESTA BLANCA
WINES**



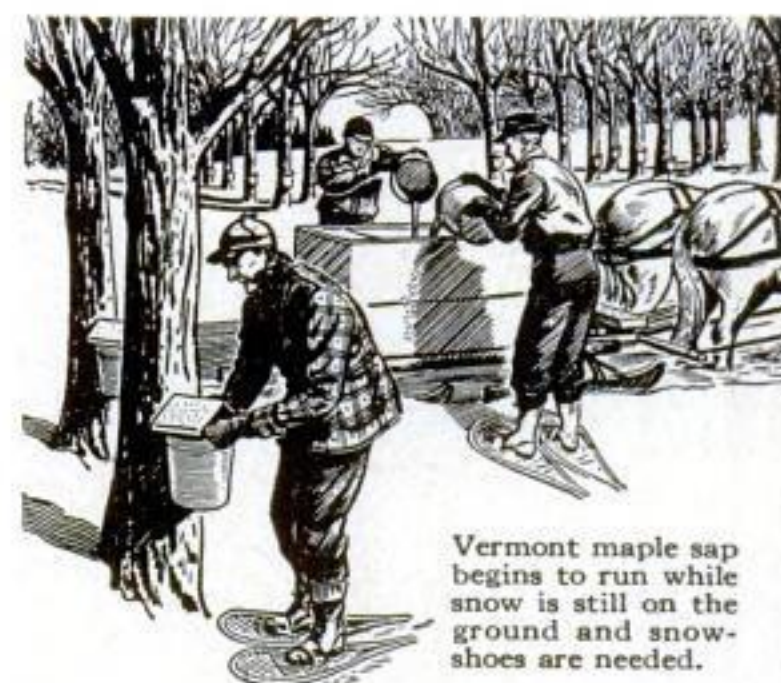
WORK CLOTHES CONTINUED



ONE-PIECE OUTFIT consists of slacks and skirt fastened together. Wearer simply steps into them. Phelps clothes have no buttons but tie, wrap or zip on.



FOR EVENING WEAR a daytime work skirt is worn over a dinner dress by the hostess serving her own guests. This skirt in denim will sell for under \$10.



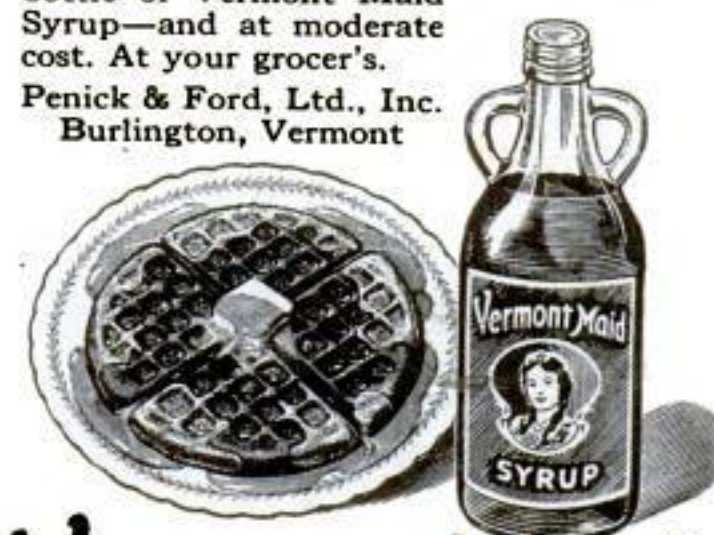
Captures real maple sugar flavor

Right in the maple sugar country—that's where we blend our Vermont Maid Syrup.

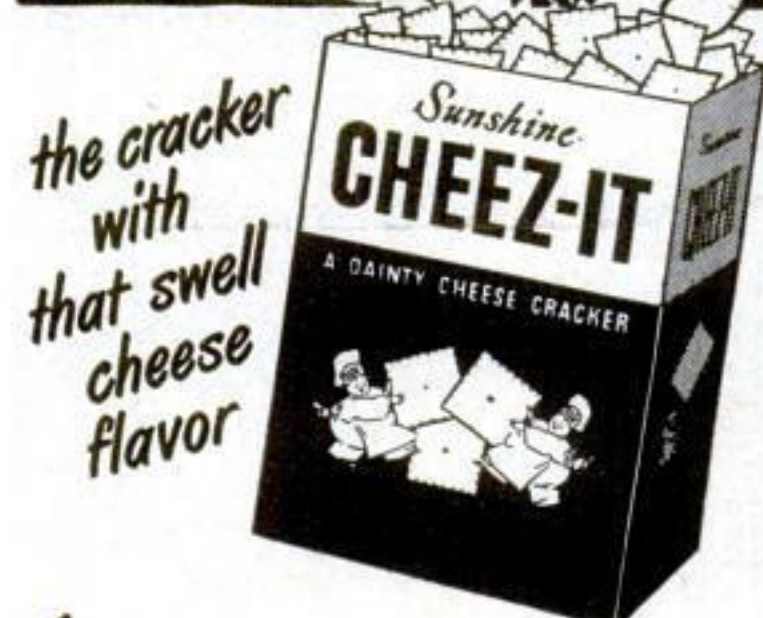
Our skilled blenders each year select maple sugar with unusually full flavor; then blend it with cane sugar. This blend makes the maple flavor uniformly rich and delicious.

You get real maple sugar flavor in every bottle of Vermont Maid Syrup—and at moderate cost. At your grocer's.

Penick & Ford, Ltd., Inc.
Burlington, Vermont



**Vermont Maid
Syrup**



**America's
largest selling cheese cracker!**
Sunshine Biscuits, Inc.

"Peach Pie fit for a King!" sings Bing

Sunny Peach Pie



Bing Crosby

Star of "A CONNECTICUT YANKEE"
A Paramount Picture. In Technicolor.

Easy Recipe

Ann Pillsbury's Pastry

- 1 cup sifted Pillsbury's Best Enriched Flour
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{3}$ cup shortening
- 2 to 3 tablespoons cold water

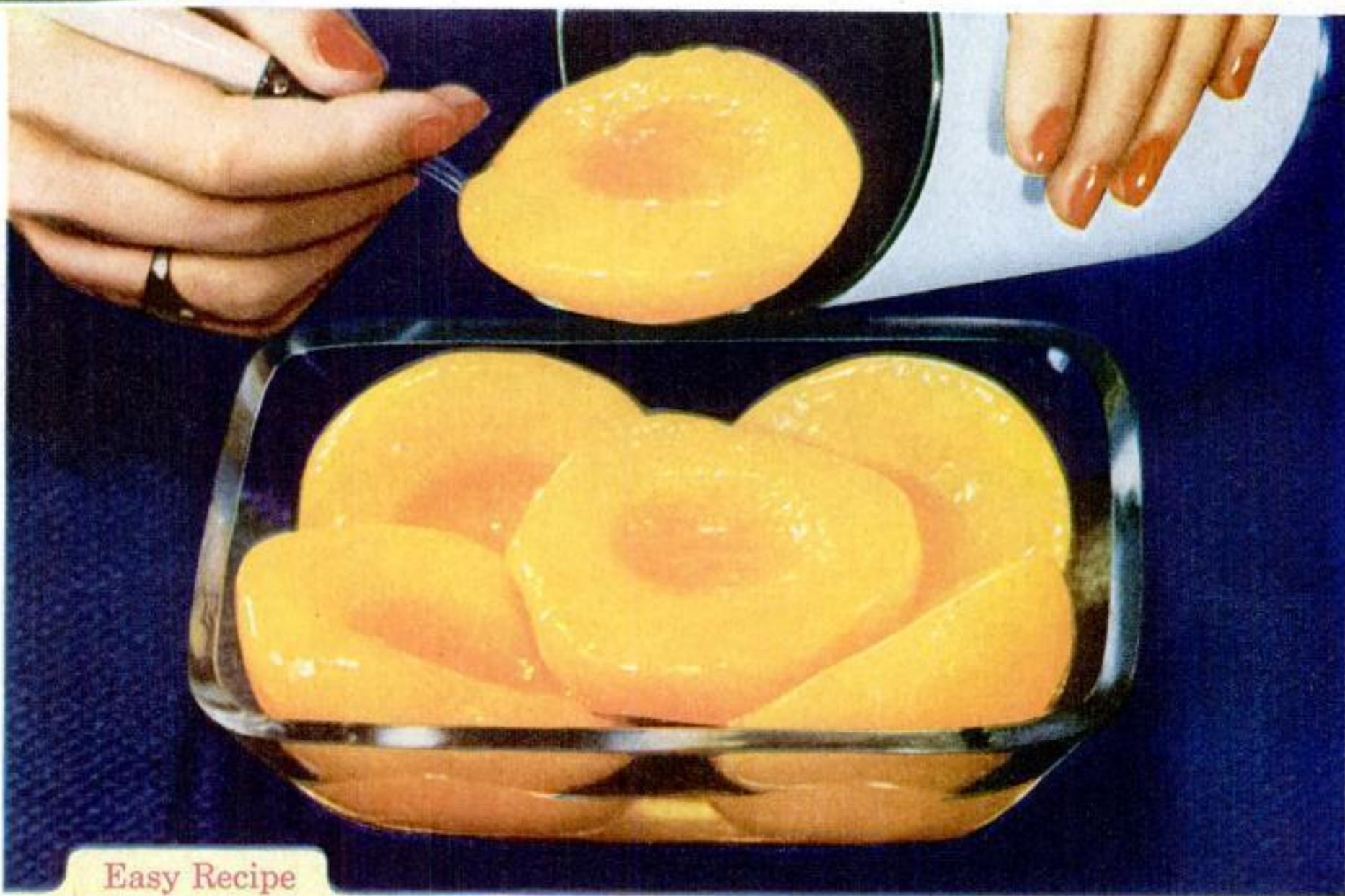
Sift together flour and salt. Cut in shortening with pastry blender or 2 knives until particles are size of small peas. Add water until dough is moist enough to hold together. Roll on floured board or pastry cloth to about $\frac{1}{8}$ -inch thickness. Fit loosely in 9-inch pan; gently pat out air pockets. Trim pastry 1 inch beyond rim of pan. Fold to form standing rim; flute edge. Prick pastry with fork. Bake in very hot oven (450 degrees F.) 12 to 15 minutes. Makes 1 9-inch pie shell.

Easy Recipe

Sunny Peach Pie

- 1 #2½ can sliced cling peaches, drained
- 1 baked 9-inch pastry shell
- $\frac{1}{4}$ cup granulated sugar
- 3 tablespoons cornstarch
- 1 cup syrup from peaches
- $\frac{1}{4}$ cup orange juice
- 1 teaspoon grated orange rind
- 1 tablespoon butter or margarine
- $\frac{1}{8}$ teaspoon salt

Arrange drained peaches in baked pastry shell. Combine sugar and cornstarch. Add to peach syrup and cook until thick, stirring constantly. Remove from heat and stir in orange juice, rind, butter and salt. Pour over peaches in shell. Chill. Serves 6.



Easy Recipe

California Peaches

Big golden cling peach halves
spooned right from the can!

Luscious enough for company! Thrifty enough
for everyday! California canned cling peaches

have that real honest-to-goodness peach flavor
everybody loves. They're yellow as the warm
sun that ripens them! Packed orchard fresh!
Instantly ready to serve! The best peaches in
all the world for pies, cakes, salads and des-
serts! A good buy, priced right! And your gro-
cer always has them!



Check the label...Choose your favorite brand of

Canned Cling Peaches from California

Canned Halves • Canned Slices • Canned Fruit Cocktail in tin or glass

Pick Brach's Royal Anne Cherries and you pick the finest!

YOU'VE NEVER TASTED a more glorious mingling of tempting flavors than Brach's Royal Anne Cherries! Tender cherries—fairly bursting with juice—are treated with costly maraschino syrup and embedded in snowy vanilla fondant. Then they're dipped in the finest chocolate money can buy—Brach's famous chocolate, blended from selected cocoa beans! For 45 years Brach has been making candy that's outstanding for freshness and quality. So whenever you buy any of Brach's delicious candies, you're assured of the *very best!*



Brach's

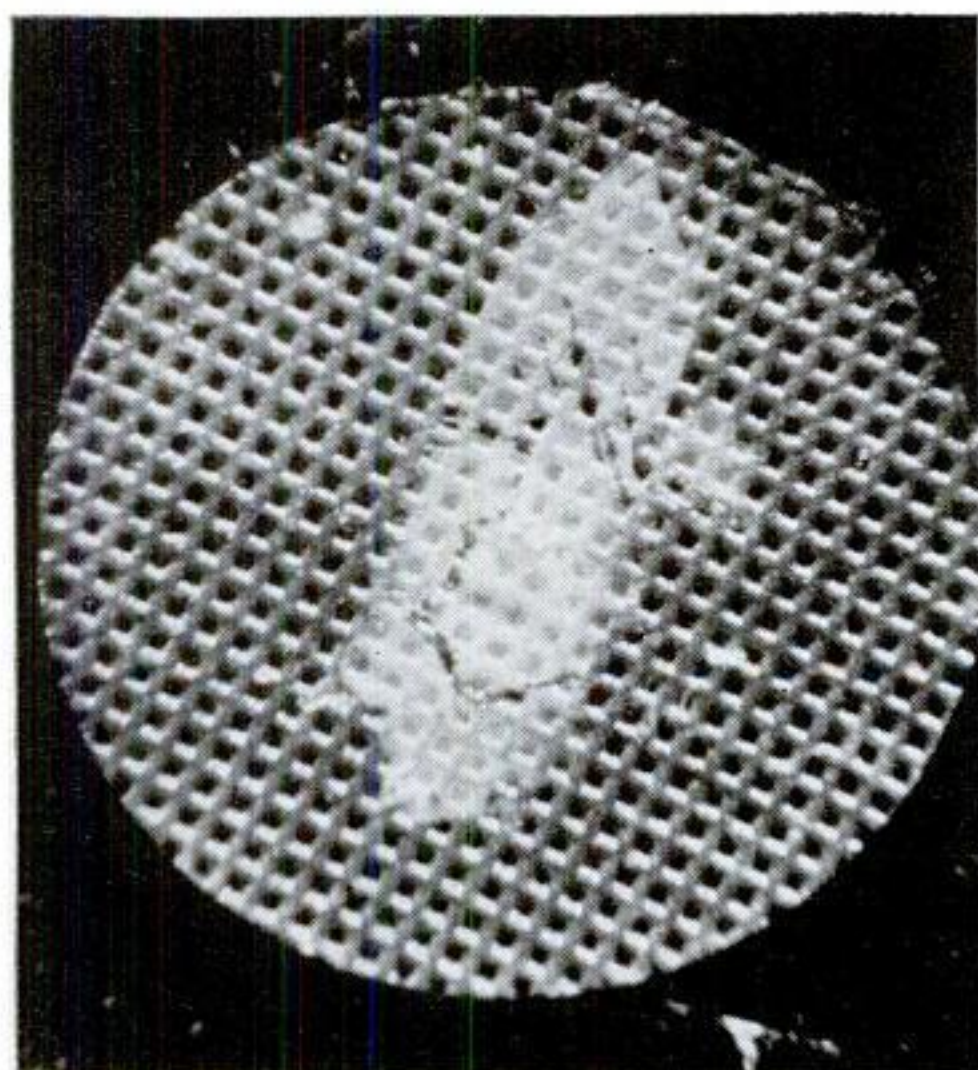
FINE CANDIES

THINNEST SLICE

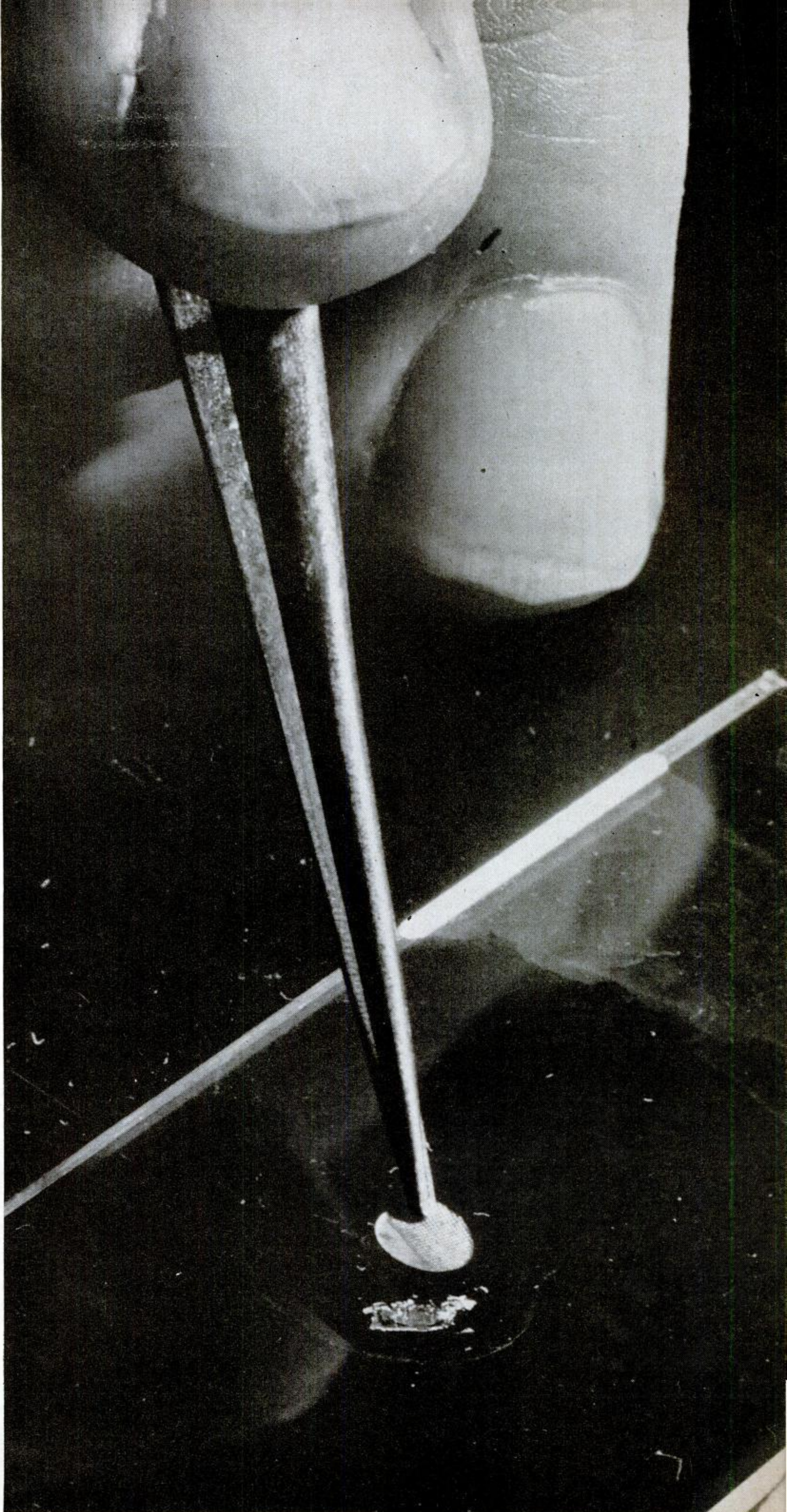
New cutting device splits cells, revealing their inner structure

A cutting machine so delicate that it can slice microscopic germs in two has given scientists their first means of seeing and studying the minute structures within the nucleus of a cell. The machine cuts tissue into slices so thin that edgewise they could not be seen by the naked eye. But these infinitesimal films, examined under an electron microscope, produce images so clear that details which could never be seen before become visible.

The new slicing method, developed at the University of Southern California, involves nothing more than a simple mechanical alteration of the standard cutting machine and a different way of chemically embedding the specimen to be sliced. Yet these seemingly small changes have made possible far more efficient use of the electron microscope's enormous magnifying power. Up to now the thinnest slices that could be cut with standard tools were 1/25,000 of an inch thick—too dense to give images sharp enough for high magnification. The new slices, 10 times thinner, will permit clear magnifications of 100,000 diameters or more and so lead to major discoveries in several fields of biology. One milestone already reached with this method is the first sighting of what are probably genes (p. 96), the minute particles which govern heredity.



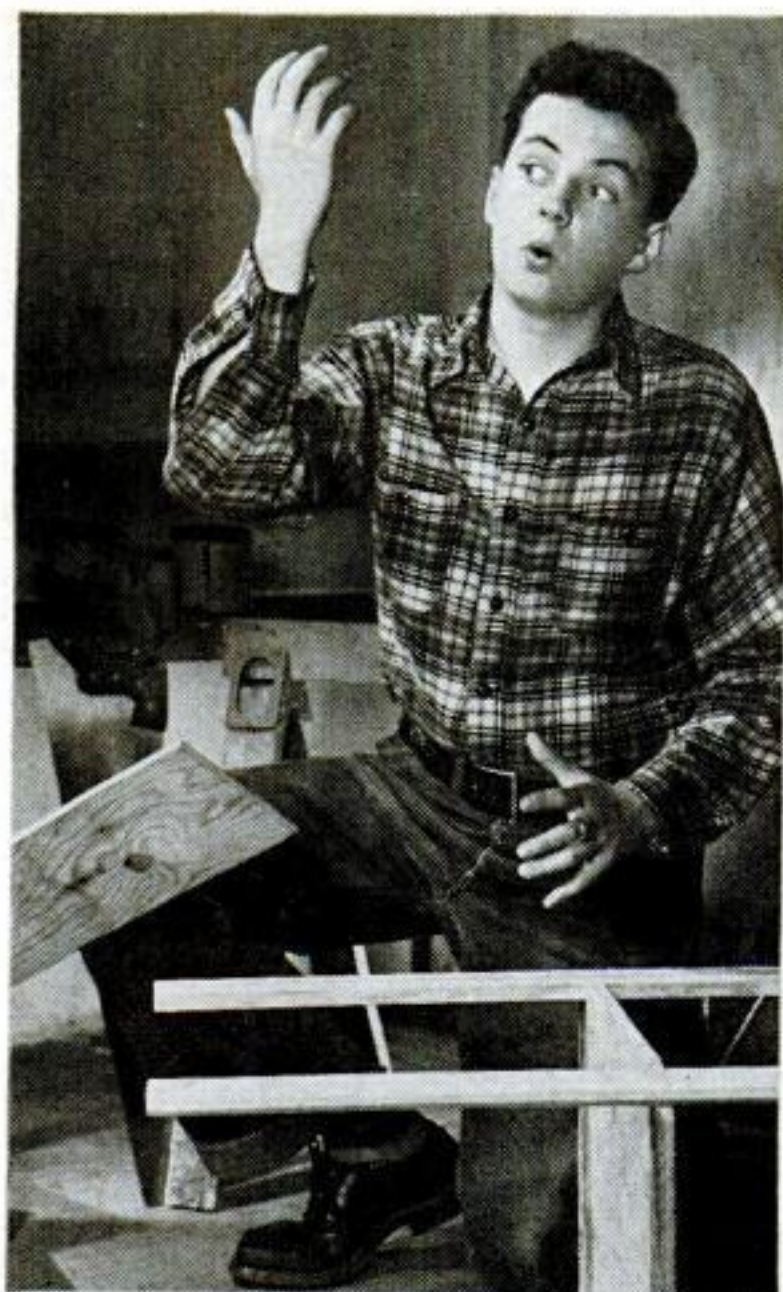
SLICE IS MOUNTED on metal screen (here enlarged 22 times) to be studied under the electron microscope.



PREPARED SLICE (bottom, center) is scooped from drop of fluid in which it floats with wire screen held by

slender tweezers. Transparent film, cut from nerve tissue, has been given chemical bath to remove wrinkles.

Never neglect a splinter jab

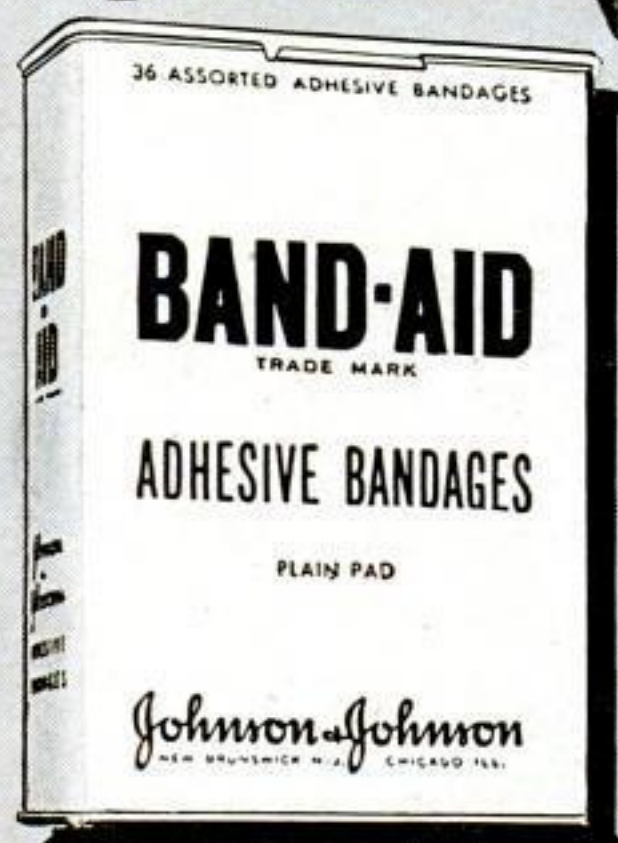
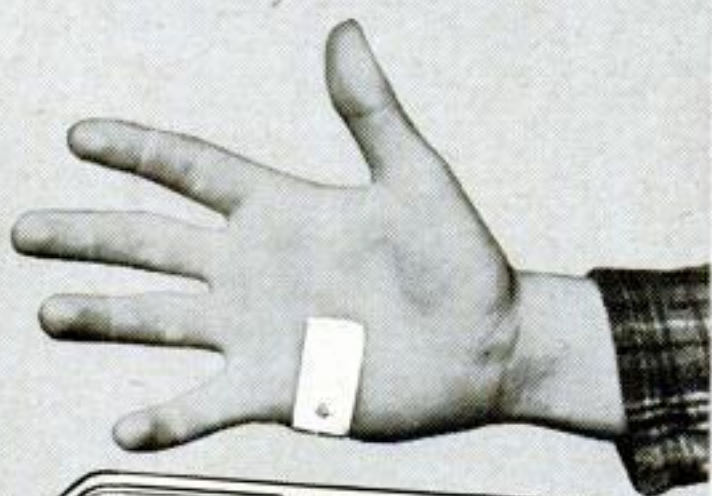


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

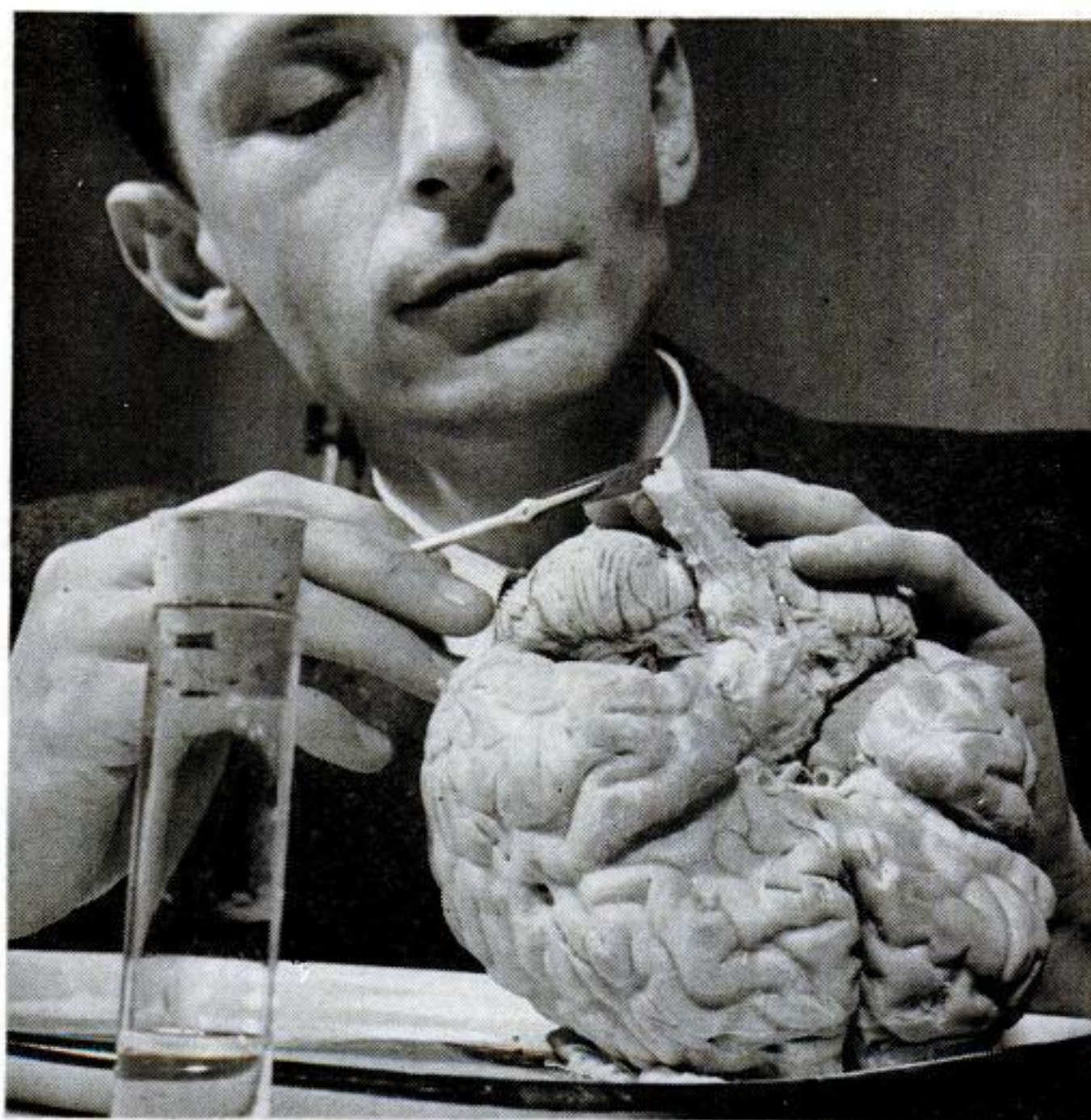
Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in doctors' recommendations



*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

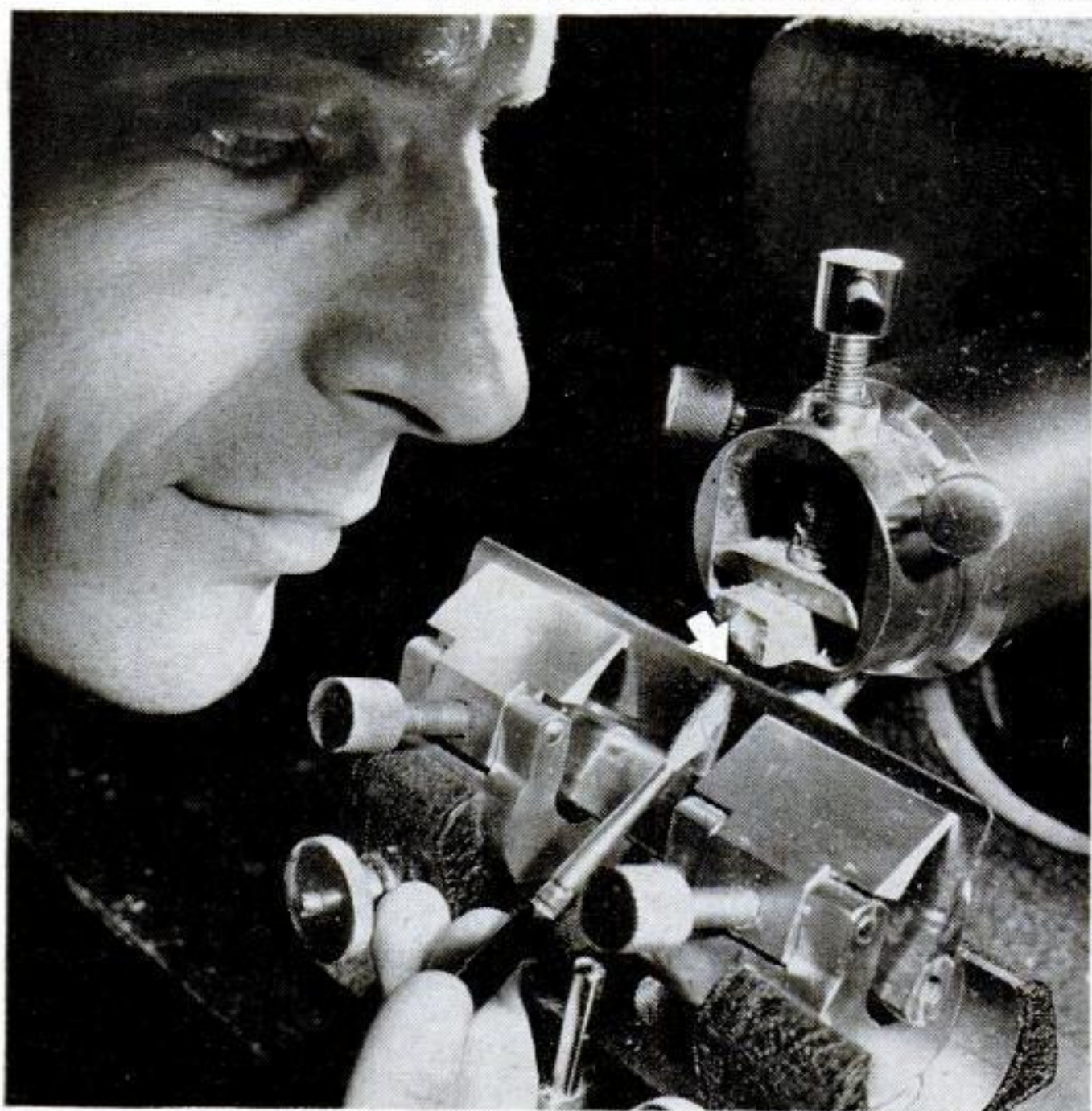
Thinnest Slice CONTINUED



SPECIMEN IS TAKEN from spinal cord at base of a human brain by Biologist D. C. Pease, who with Physicist R. F. Baker (below) developed new process.



SPECIMEN IS PREPARED by Dr. Baker. Before it can be finally sliced, the small section of tissue must be treated with each of the 13 chemicals shown.



SPECIMEN IS SLICED as cutting machine pushes it downward across stationary blade. Slice (arrow) appears as speck of crumpled film on the knife edge.



Wear glasses not blinders
On the bridge of your nose

The better way to clean and Polish eyeglasses

SILICONE TREATED TISSUES IN HANDY POCKET SIZE PACKETS

10¢

At Leading Drug and Tobacco Counters

SIGHT SAVERS BY DOW CORNING, MIDLAND, MICH.



TEETHING PAINS



RELIEVED QUICKLY

WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period. Buy it from your druggist today

DR. HAND'S TEETHING LOTION
Just rub it on the gums

LONG DISTANCE MOVING

OVER 500 AGENTS

See classified phone book for agent near you.

Call us for quick, dependable moving to any part of the nation! Trained personnel. Modern vans. Warehouses in key cities. Get our estimate on packing, moving and storage.

North American VAN LINES, Inc.
General Offices: FORT WAYNE, IND.



Get Relief QUICKER
From Your Cough Due to a Cold

FOLEY'S Honey & Tar Cough Compound

CONTINUED ON PAGE 96

In Today's Acute Shortage of Aged Whiskies

COMPARE BACK LABELS AND YOU'LL BUY SCHENLEY

From the world's largest reserve
of quality aged, American, pre-war
whiskies, Schenley continues to
give you the same rich measure
of **5**, **6** and **7** year old whiskies*



The back label proves SCHENLEY'S PRE-WAR QUALITY

Look at the label on the back of any bottle before you buy. It's this *back label* that tells you the age of the whiskey you hold in your hand. The *Schenley Back Label* is proof that you are getting the same rich measure of 5, 6, and 7 year old whiskies in every bottle of Schenley you buy. And remember, *always*, the Schenley name is your assurance of the unequalled blending skill that has made so many millions agree:

**SCHENLEY
TASTES
BETTER!**

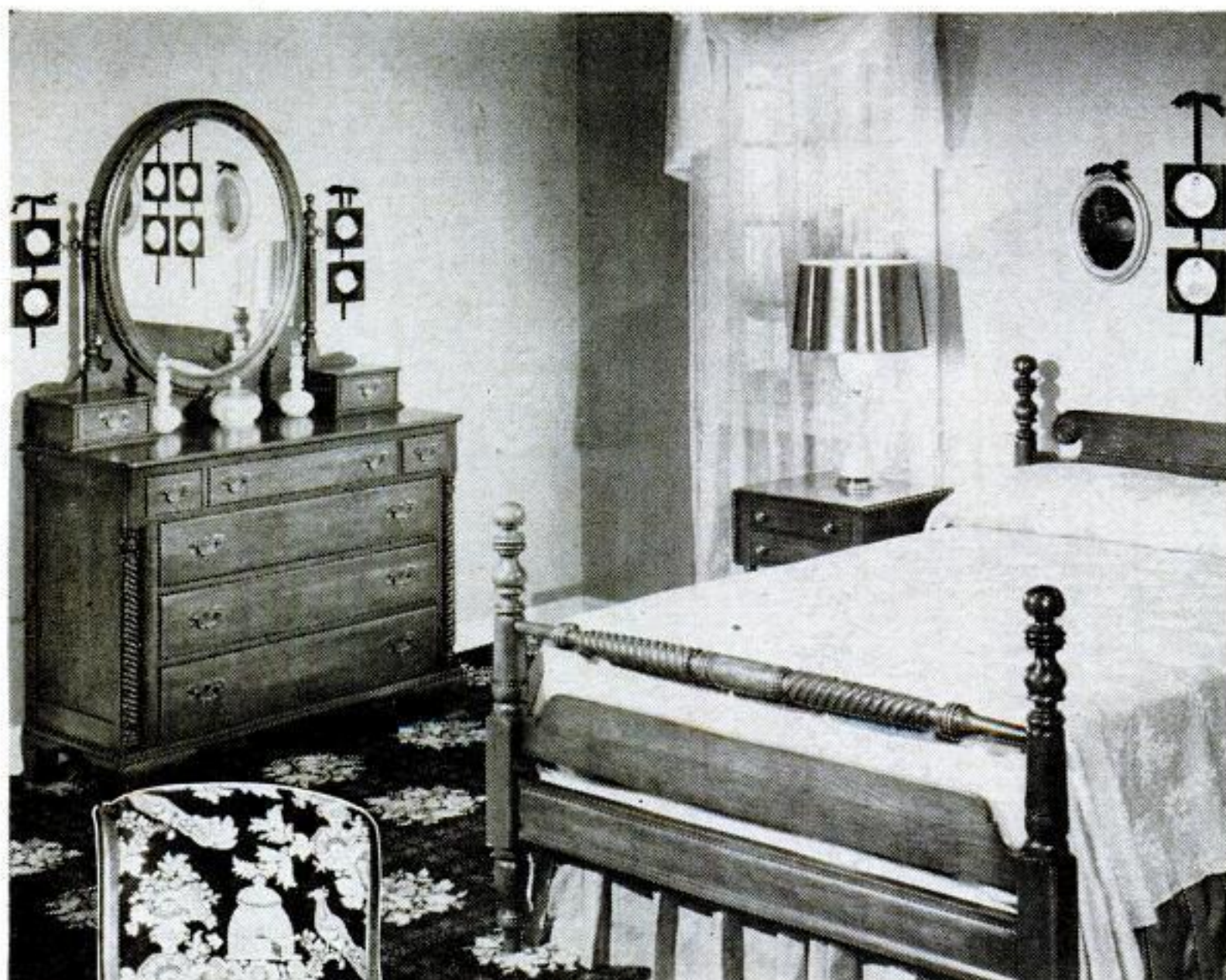
Join the millions who enjoy mild friendly Schenley—friendly to your taste



* RARE PRE-WAR QUALITY BLENDED WHISKEY

The straight whiskies in this product are 5 years or more old. 35% straight whiskey. 65% grain neutral spirits. 86 proof. 10% straight whiskey 5 years old. 21% straight whiskey 6 years old. 4% straight whiskey 7 years old. Copr. 1948, Schenley Distillers Corp., N.Y.C.





Nocturne in Cherry

BEAUTY ON A BUDGET

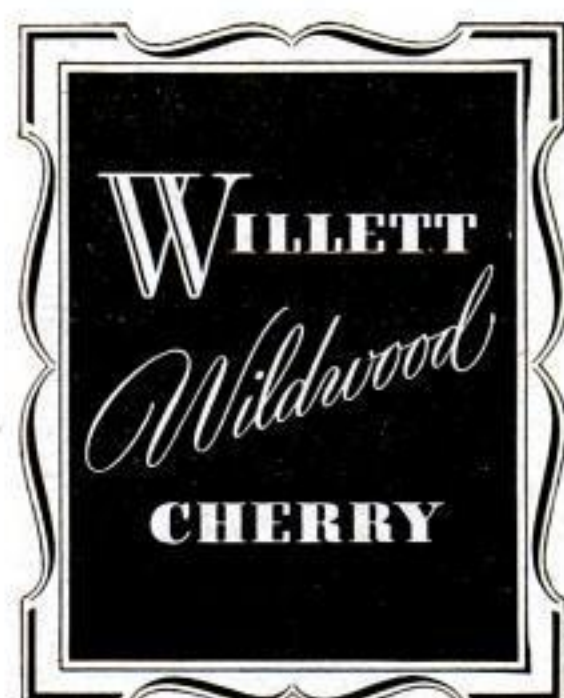
How perfectly this lovely furniture will fit into your bedroom! How beautifully proportioned and functionally designed it is for today's living!

How rich, too, in the quiet, elegant charm of a time when Royal Governors held levees in Williamsburg and tall square riggers brought their treasure home to Salem.

Truly this is your dream room for bright tomorrows—many tomorrows—for it is fashioned by unhurried hands in the finest of all our native cabinet woods, **SOLID CHERRY**.

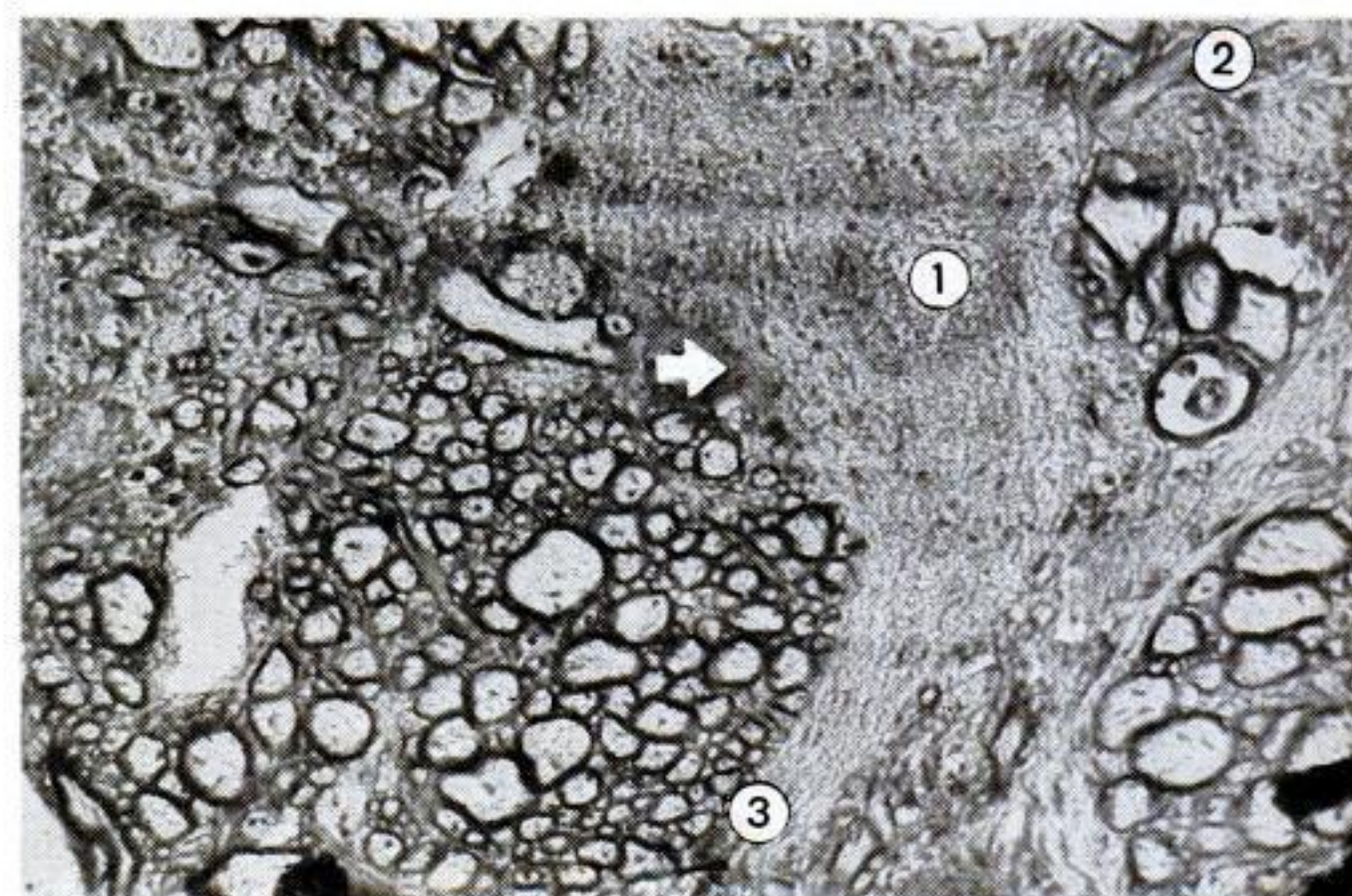
On sale at stores near you . . . at prices you can afford to pay.

America's Largest Maker of Solid Maple and Cherry Furniture for Living Room, Bedroom, Dining Room.



CONSIDER H. WILLETT, INC., LOUISVILLE 11, KENTUCKY

Thinnest Slice CONTINUED



COMPARISON OF ELECTRON MICROGRAPHS shows difference in clarity between standard tissue slices and those made by new technique. Both show a single nerve cell (arrows), but lower picture, taken of thinner slice, also shows a nucleus (1), the threadlike strands (2 and 3) which transmit and receive nerve impulses, and even the little-known granular structure of the cell body.



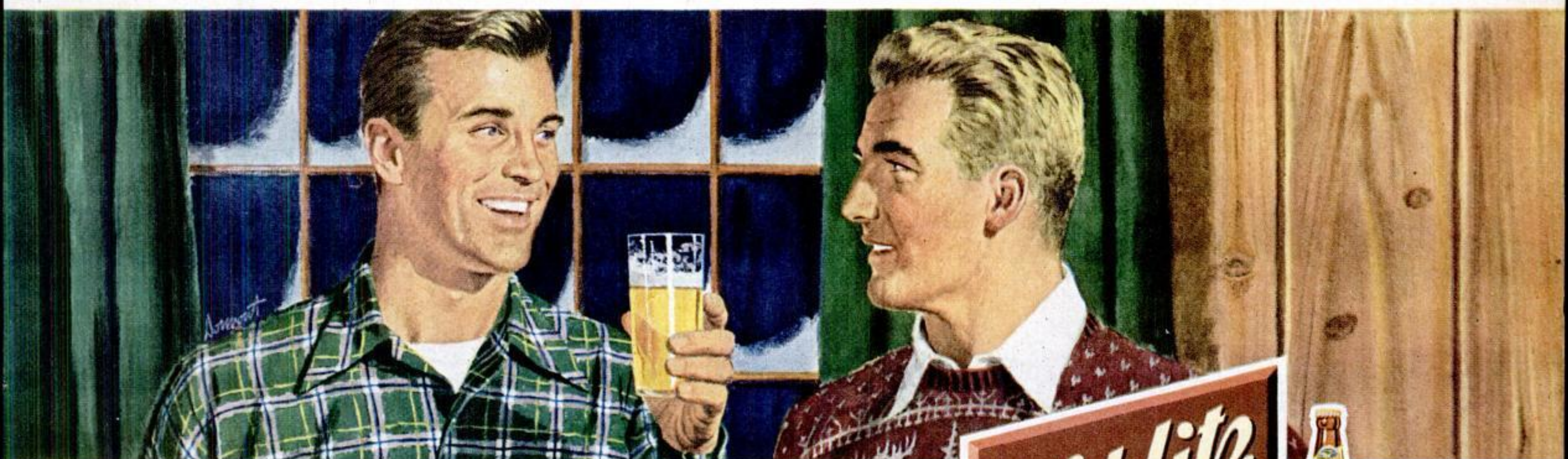
HISTORIC ELECTRON MICROGRAPH (bottom) is the first picture of what are believed to be genes (LIFE, March 17, 1947), which are minute parts of chromosomes within cell nuclei. Here two genes, enlarged 28,500 times, appear clumped into gray oval (arrow) inside part of a fruit fly's chromosome. Other chromosomes, enlarged 5,600 times, are twisted bands in upper picture.



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"

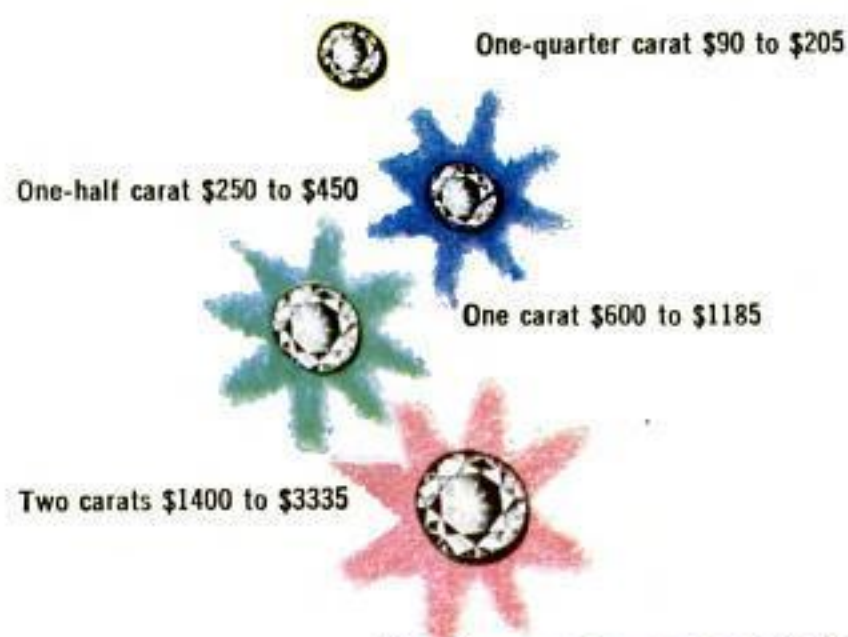


© 1949, JOS. SCHLITZ BREWING COMPANY, MILWAUKEE, WIS.



HONEYMOON IN VENICE, ITALY . . . for centuries young couples have come to this romantic old-world spot to begin their new lives together. Painted for the De Beers Collection by Peter Lauck.

a Diamond is forever



The above price ranges were developed for your guidance through a nation-wide survey among representative jewelers. Add Federal tax.

No other two in all the world, it seems to them, have known such happy hours. Solemnly they've thrilled at hearing one another voice the marriage vows, gaily they've received the well-wishes of dearest friends . . . now, blissfully they're sharing the first bright days of their new way together. Each precious moment is recorded in the flickering depths of her engagement diamond, to gleam with memories their whole lives through. That is why her diamond, though it need not be costly, or of many carats, should be chosen with care. Color, cutting, and clarity, as well as carat weight, contribute to its beauty and value. A trusted jeweler is your best adviser.

De Beers Consolidated Mines, Ltd.



AN UNTAMED SHREW (Patricia Morison) in a Shakespeare interlude jabs her lover (Alfred Drake).

KISS ME, KATE

COLE PORTER TAMES A SHREW TO MUSIC IN A SUREFIRE HIT

A lusty marriage between the talents of Shakespeare and Songwriter Cole Porter has blessed Broadway with *Kiss Me, Kate*, the biggest smash musical since *Annie Get Your Gun* and probably the most profitable song-and-dance show in years. *Kiss Me, Kate* is a double-decker affair which sandwiches the backstage bickering of an actor and his ex-wife with their on-stage scrapping in Shakespeare's *The Taming of the Shrew*. Played by Alfred Drake and Patricia Morison, the pair bite, spank, sing and wrestle their way back into each other's arms.

Because marital yapping gets as tiresome on the stage as it does anywhere else, the book of *Kiss Me, Kate*, written by Bella and Samuel Spewack, has a few dull spots, but most of the time it ripples along gaily. The dancing is fine and Lemuel Ayers' scenery and costumes, some of which are sketched here, are really wonderful. Best of all are the songs (pp. 100-105) by Cole Porter, who after several lean years has written the raciest score of his career.

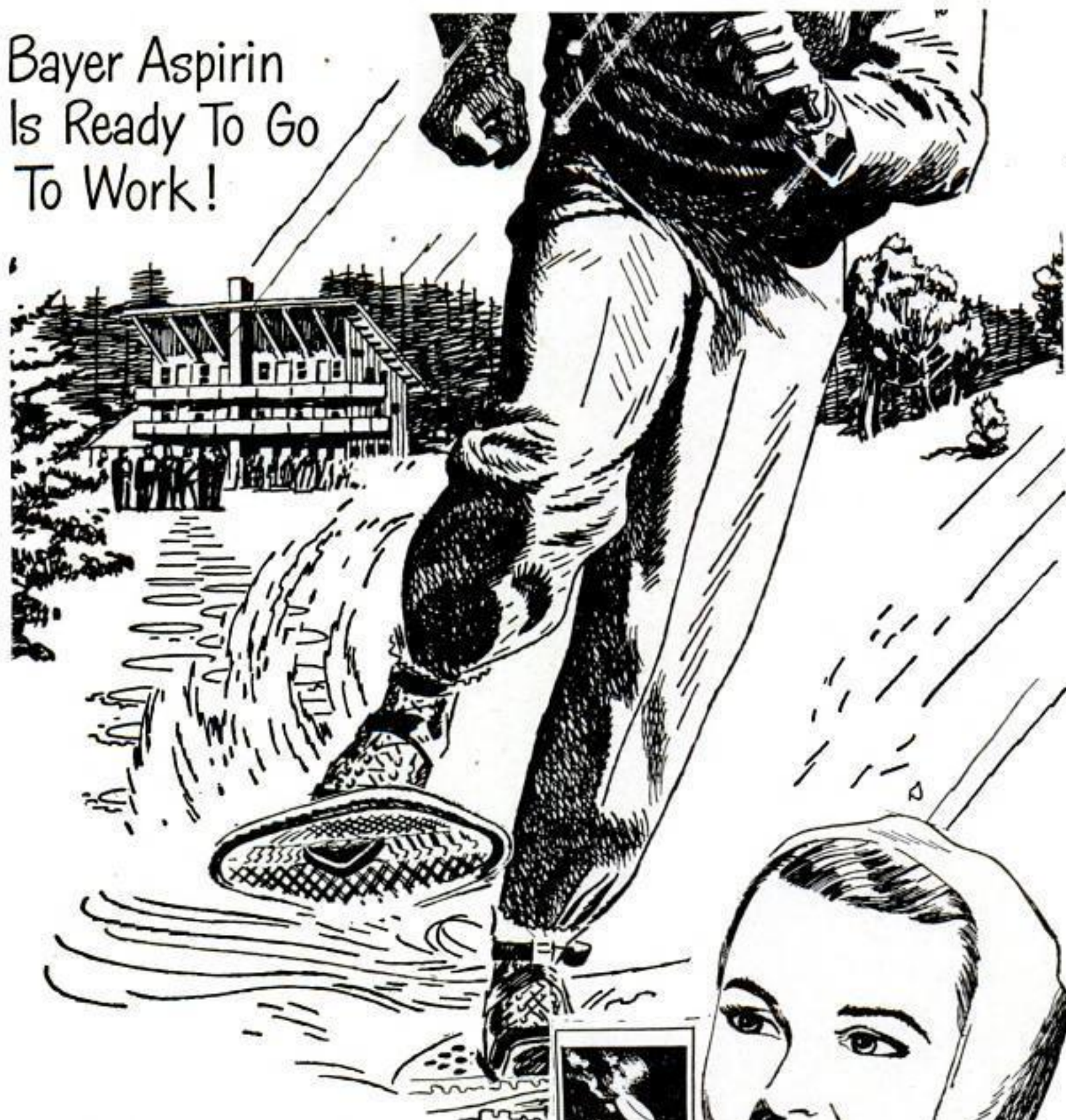


In 13.2 Seconds
A Top-Flight Snowshoer
Can Travel
100 Yards...
But In Only



TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



When you want really *fast* relief from ordinary headache, neuritic or neuralgic pain, use genuine Bayer Aspirin. It brings you relief with amazing speed because it starts disintegrating almost instantly you take it. Timed by stopwatch, it's actually ready to go to work in *two seconds*.

But *fast* relief isn't the only reason why it pays to use Bayer Aspirin. Also important is the fact that you can take it with *complete confidence*. For Bayer

Aspirin's single active ingredient is not only so *effective* that doctors regularly prescribe it for pain relief, but is so *gentle* to the system mothers give it even to small children on their doctors' advice.

So when you're in pain, don't experiment with drugs that have not been proved by years of successful use. For the *fast* relief you want—and the *dependable* relief that's important to your health—take Bayer Aspirin. And ask for it *by name* when you buy.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN

"KISS ME, KATE" CONTINUED



ANGRY KATE, SCATTERING DISHES, SINGS HER LOW OPINION OF MEN

I HATE MEN

I hate men.
I can't abide 'em even now and then,
Than ever marry one of them I'd rest a maiden rather,
For husbands are a boring lot and only give you bother,
Of course, I'm awf'ly glad that mother deigned to marry father.
But I hate men.
Of all the types I've ever met within our democrassy
I hate the most, the athlete with his manner bold and brassy,
He may have hair upon his chest but, sister, so has Lassie.
Oh, I hate men!*



PETRUCHIO, READING HIS ADDRESS BOOK, RECALLS THE GOOD OLD DAYS

WHERE IS THE LIFE THAT LATE I LED?

Where is the life that late I led?
Where is it now? Totally dead. . . .
Where is Lucretia, so young and gay-ee?
What scandalous doin's in the ruins of Pompeii!
Where is Fedora, the wild virago?
It's lucky I missed her gangster sister from Chicago.
And in Firenze, where are you, Alice?
Still there in your pretty, itty-bitty Pitti palace?
And fair Venetia who loved to chat so,
Could still she be drinkin' in her stinkin', pink palazzo?*

*COPYRIGHT 1948 BY COLE PORTER, BY PERMISSION OF BUXTON HILL MUSIC CORPORATION, SOLE SELLING AGENT, T. B. HARMS COMPANY, NEW YORK

CONTINUED ON PAGE 102

Watch this new lotion glorify your WHOLE HAND!

SOFTENS CUTICLE

Nails look neater with New Hinds helping to keep cuticle pliable. No ragged edges to "catch." Your manicures stay lovely longer!

SMOOTHS KNUCKLES

Dry knuckles yield to the smoothing action of New Hinds. Effective emollients "sink in." Hinds dries fast—never feels sticky!

BEAUTIFIES SKIN

New Hinds is enriched with lanolin to make your hands feel softer instantly—protect them longer. Works wonders on rough, dry skin!

SATINIZES PALMS

Even rough palms are soothed and smoothed. New Hinds' "skin-affinity" ingredients actually help to soften calluses.



Hinds

Honey and Almond Fragrance Cream

NOW IN NEW LARGER BEAUTY BOTTLE

WORKS WONDERS! Lanolin-enriched for *extra* effectiveness, New Hinds Honey and Almond Fragrance Cream keeps your *whole hand* feeling soft in spite of ravages of work and water. Use it to smooth elbows, arms, legs . . . try it as a powder base. Use Hinds to help protect babies' and children's skin from chapping! 4 sizes, 10¢ to \$1.00.

COPR. 1948 LEHN & FINK PRODUCTS CORP.



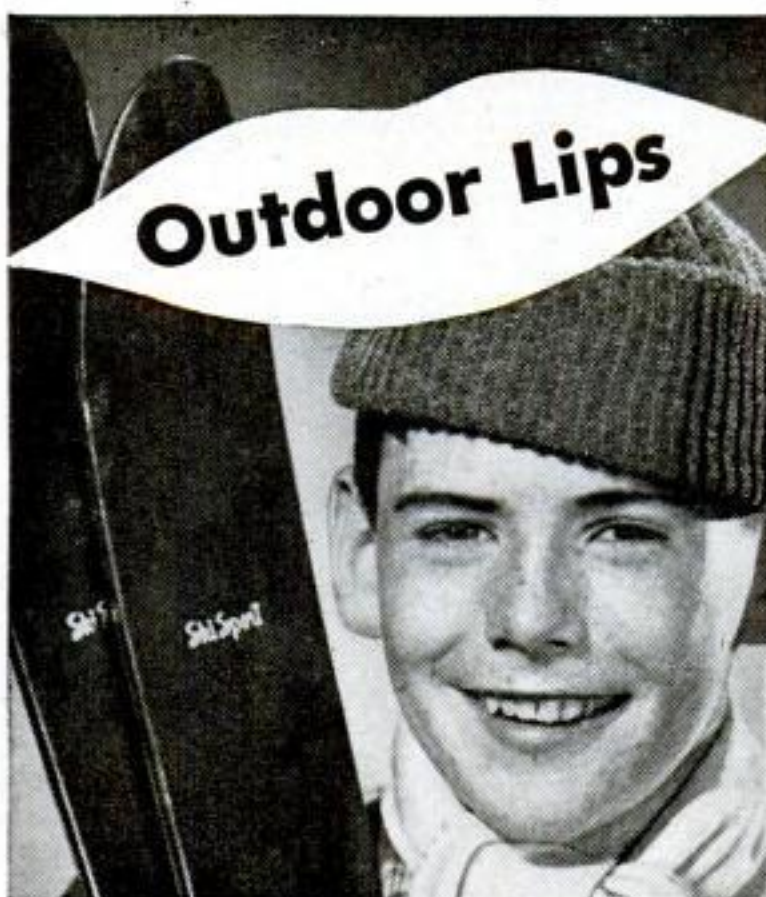
'CHAP STICK' brings swift, soothing comfort to sore lips, chafed and chapped by sleet and snow.

'CHAP STICK' for double-quick relief.



Chapped lips should not be neglected. Use famous 'CHAP STICK' at the first sign of lip chap. Specially medicated, extra soothing.

'CHAP STICK'—more lasting in results



For young and old there's nothing like 'CHAP STICK' for lips chapped and cracked by wintry weather.

'CHAP STICK'—Specially Medicated—Extra Soothing

Make it a family custom to buy a personal 'CHAP STICK' for everyone in the house. And no substitute, thank you. It must be 'CHAP STICK' because it's specially medicated, specially soothing, and the only antiseptic lip balm. That's why 'CHAP STICK' is preferred by millions in every walk of life. Take 'CHAP STICK' with you wherever you go.

It keeps lips fit.



"KISS ME, KATE" CONTINUED



FRIENDLY LOIS (LISA KIRK) ASSURES A BOYFRIEND OF HER FIDELITY

ALWAYS TRUE TO YOU IN MY FASHION

I enjoy a tender pass
By the boss of Boston, Mass.
Though his pass is middle-class and not Back Bay.
But I'm always true to you, darlin', in my fashion.
Yes, I'm always true to you, darlin', in my way.
There's a madman known as "Mack"
Who is planning to attack,
If his mad attack means a Cadillac, Okay!
But I'm always true to you, darlin', in my fashion.
Yes, I'm always true to you, darlin', in my way.*



DAPPER GANGSTERS (JACK DIAMOND, HARRY CLARK) EXTOL CULTURE

BRUSH UP YOUR SHAKESPEARE

Brush up your Shakespeare, start quoting him now.
Brush up your Shakespeare and the women you will wow.
Just declaim a few lines from *Othella*
And they'll think you're a helluva fella,
If your blonde won't respond when you flatter 'er,
Tell her what Tony told Cleopaterer,
If she fights when her clothes you are musing,
What are clothes? *Much Ado About Nussing*.
Brush up your Shakespeare
And they'll all kowtow!*

*COPYRIGHT 1948 BY COLE PORTER, BY PERMISSION OF BUXTON HILL MUSIC CORPORATION SOLE SELLING AGENT, T. B. HARMS COMPANY, NEW YORK

CONTINUED ON PAGE 105

Watch for it!

The beautiful
New Parker
"51"

... with 14 distinct precision advances. More thrilling to own than any pen has ever been.

Writes dry with wet ink!

THROAT SORE FROM A COLD?

Remember

"More people rely on
LUDEX'S
than any other
COUGH DROPS"
Medicated for

SANDPAPER THROAT

Medicated
LUDEX'S
HONEY-LICORICE
COUGH DROPS

5¢



GLOWS IN THE DARK



Colorlite Luminous Paint. Newest thing in paint! Hundreds of safety and decorative uses for "seeing" without light in Home, Office, Factory: for Artists, Decorators, Hobbyists. 5 lovely shades. White, Blue, Orange, Green, Yellow. Sold at leading Paint Stores. Trial order 3 large bottles \$1.00 Postpaid. Dealer Carton 12 large bottles \$2.76.

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Styled for beauty... made to last

FREE... WRITE FOR BICYCLE CATALOG
D. P. HARRIS HDW. & MFG. CO., INC., ROLLFAST BLDG., NEW YORK, N. Y.



Harlequin great Dane, "Major Ives of Diamond Lane"—owned by the popular ballad singer and "Wayfaring Stranger," Burl Ives—posed on the terrace of his master's California home.

"Heard Burl Ives' latest? He's switched to Calvert!"

You hear it all over America—"I've switched to Calvert because it's smoother"... "I switched because it's lighter"... "Calvert really tastes better"... Right! Because no other distiller has Calvert's experience in blending *better* whiskey. If you've yet to try Calvert Reserve, tonight's *your* night to switch to Calvert—for keeps!

Switch to
Calvert Reserve

Smoother, Mellow—Tastes Better

CHOICE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS... CALVERT DISTILLERS CORPORATION, NEW YORK CITY



This New Coffee Flavor Makes Early Morning Angels

It turns Bears into Dears...it's a wonderful, wonderful spirit-lifting success

IT'S EASY now to make a man change his tune from blue to gay! A cup of this heavenly new coffee turns early morning grouches into early morning angels.

What makes it so heavenly?

"Selecciones" (Pronounced seleck-see-o-nays)!

Selecciones means just what it says...selection...selection...selection...of all the coffees in Chase & Sanborn's new blend. Some

are selected mostly to give the right body, some mostly for flavor.

Here's what you get in the "flavor" coffees:

- Selection from tree to cup! Selection from trees grown under shade.
- Selection at the peak of ripeness—deep red—not green. Picked individually when mature—"spot-picked."
- Selection to assure uniformity of flavor—hand-selected twice, before and after curing.

Yes, they're rich, ripe and uniform—these "flavor" coffees in Chase & Sanborn's new Selecciones blend! And the blend itself has a touch of genius!

All the Chase & Sanborn your grocer has is the new Selecciones! Try it! If you don't think it's the best coffee you ever tasted, just send us the unused portion and we'll give you double your money back.

Get your pound of Chase & Sanborn's Selecciones today! (It's vacuum-packed, of course.) And long live your houseful of early morning "angels"!

Selecciones
MEANS:
"SELECTED
FROM
TREE TO CUP"



SELECTED FROM
TREES GROWN UNDER SHADE

Chase & Sanborn's "flavor" coffees come from trees that are grown under shade to protect them from the intense tropical sun.



SELECTED FOR RIPENESS
AND UNIFORMITY

The "flavor" coffees in the new Chase & Sanborn are picked by hand at the peak of ripeness, then hand-selected twice again.

FOR A DELICIOUS CUP
OF COFFEE INSTANTLY!

Mix it right in the cup!
No waste...no grounds
...no pot to wash. Ask for
the new Chase & Sanborn
Instant Coffee Product.



Products of Standard Brands Incorporated, 595 Madison Avenue, N. Y. C.

The NEW Chase & Sanborn

A New Secret Blend
—"Selecciones"



HOOPER BILL (HAROLD LANG) TAKES OFF DURING HEAT WAVE NUMBER

TOO DARN HOT

When the thermometer goes 'way up
And the weather is sizzling hot
Mister Gob
For his squab,
A marine
For his queen,
A GI
For his cutie-pie
Is NOT.
'Cause it's too, too, too darn hot. . .

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"Boss, did'n you never heah 'bout
American Express Travelers Cheques?"

The safe and sensible way to protect your travel and pocket cash is to carry it in the form of American Express Travelers Cheques. If they're lost or stolen you get a prompt refund. And you can spend these Travelers Cheques anywhere — because they're the most widely known and accepted in all the world. The only identification you need to spend them is your signature.

Ask for American Express Travelers Cheques at Banks, Railway Express and Western Union offices. Only 75¢ per \$100.

CONVENIENT AS CASH—100% SAFE!

**AMERICAN EXPRESS
TRAVELERS CHEQUES**

MOST WIDELY ACCEPTED CHEQUES IN THE WORLD

New and Wonderful! ... by BENEX Brushless



**KNOCKS
TOUGH WHISKERS
FOR A GOAL!**

PATENTED "WETTING AGENT" IN
NEW BENEX SOAKS ANY BEARD
SOFTER—ACTUALLY MAKES BEARD
 $\frac{1}{5}$ WATER!—SO RAZOR
WHIZZES THROUGH!

**NEW
BENEX WINS!**

IN ACTUAL SHAVING TESTS BY
HUNDREDS OF MEN, BENEX WON
OVER EACH LEADING BRAND TESTED—
FOR SMOOTHER, EASIER SHAVES!

EASY ON—
EASY OFF—DOES
NOT CLOG RAZOR

EXTRA COMFORT!
AFTER-SHAVING ACTION
LEAVES SKIN FEELING FINE!



GET BRISTOL-MYERS' BRUSHLESS WONDER TODAY!

FREE! Fill in and mail for
free trial-size tube.
Bristol-Myers Co., Dept. L-291
630 Fifth Ave., New York 20, N. Y.

Name _____
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City _____ State _____

(Paste on penny postcard if you wish)

At drug counters...
or try sample...



LIVELY COUPLE DOES A PIGEONWING, ONE OF THE STEPS IN A POLKALIKE DANCE CALLED "COTTON-EYE JOE"

Life Goes to a Square Dance

Thousands of fans gather to swing their partners in Oklahoma City

The objects in the picture at the right look like orchids pinned against a wall. They are dancers photographed from a catwalk high in the rafters of the huge Municipal Auditorium in Oklahoma City, where 10,000 fans turned out to sashay and swing their partners at a two-day festival of square-dance clubs. When this picture was taken the fiddle was jiggling, the cello was plunking out a lively bass, the spectators were stamping their feet and the caller had just chanted in a nasal singsong the call for an eight-hand star: "Form a ring eight hands across, turn right back and don't get lost."

Square dances evolved from country folk dances brought over from Europe in Colonial days. There are innumerable variations on a single pattern based on a square of four men and four women.

There can be as many squares as space and the number of dancers permit. Each square follows instructions chanted by a caller who stands and shouts out in rhyme the order of the figures to be performed. Today all the dances and calls, from "Pop goes the weasel" to "Swing the guy who stole the sheep," are coming back like the old familiar tunes. In California alone there are more than 100 folk-dance clubs. Chicago has a nightclub specializing in the square dance. More than 10,000 New Yorkers have signed up for instruction with folklore groups. Square dancing is lighthearted and old-fashioned. It requires fine timing and a clear head. On the night of the big dance at Oklahoma City the concessionaire sold tons of ice cream, gallons of soda pop, but only three bottles of beer.

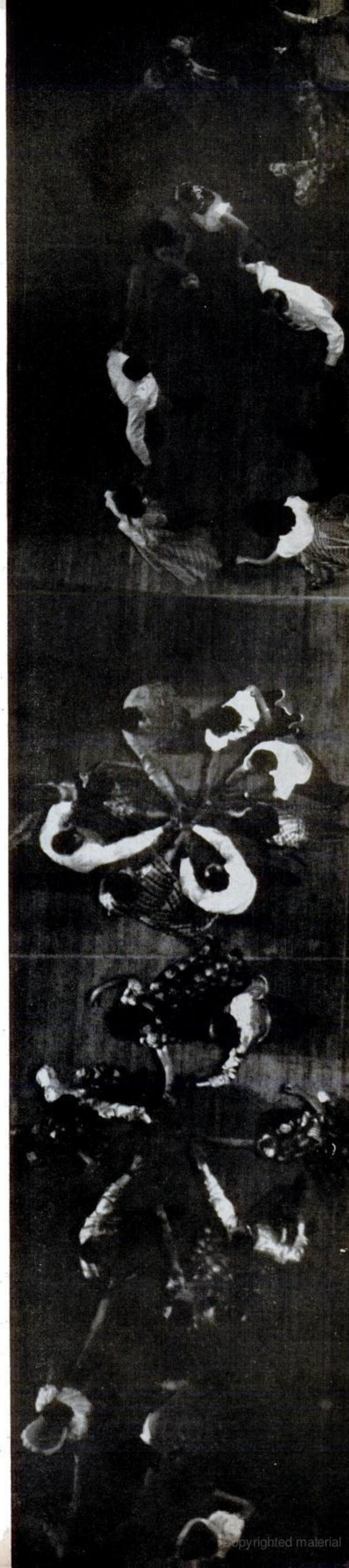


CALLING FOR PROMENADE, in which couples hook arms and circle, John Steele Batson, a top caller, shouts,



"Ace of diamonds, jack of spades, meet your honey and promenade." He is an oilman, an ex-state representative.

JOINING EIGHT HANDS FOR THE STAR, 22 SQUARES OF DANCERS MAKE A STRANGE PATTERN ON THE FLOOR—▶





COLDS

In a minute—relief from miseries begins



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active



menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

GREASELESS
STAINLESS

MINIT-RUB

Available in small and large tubes

PRODUCT OF BRISTOL-MYERS



You
always
look
well in a
button-down collar
coat
by

judy
Nell

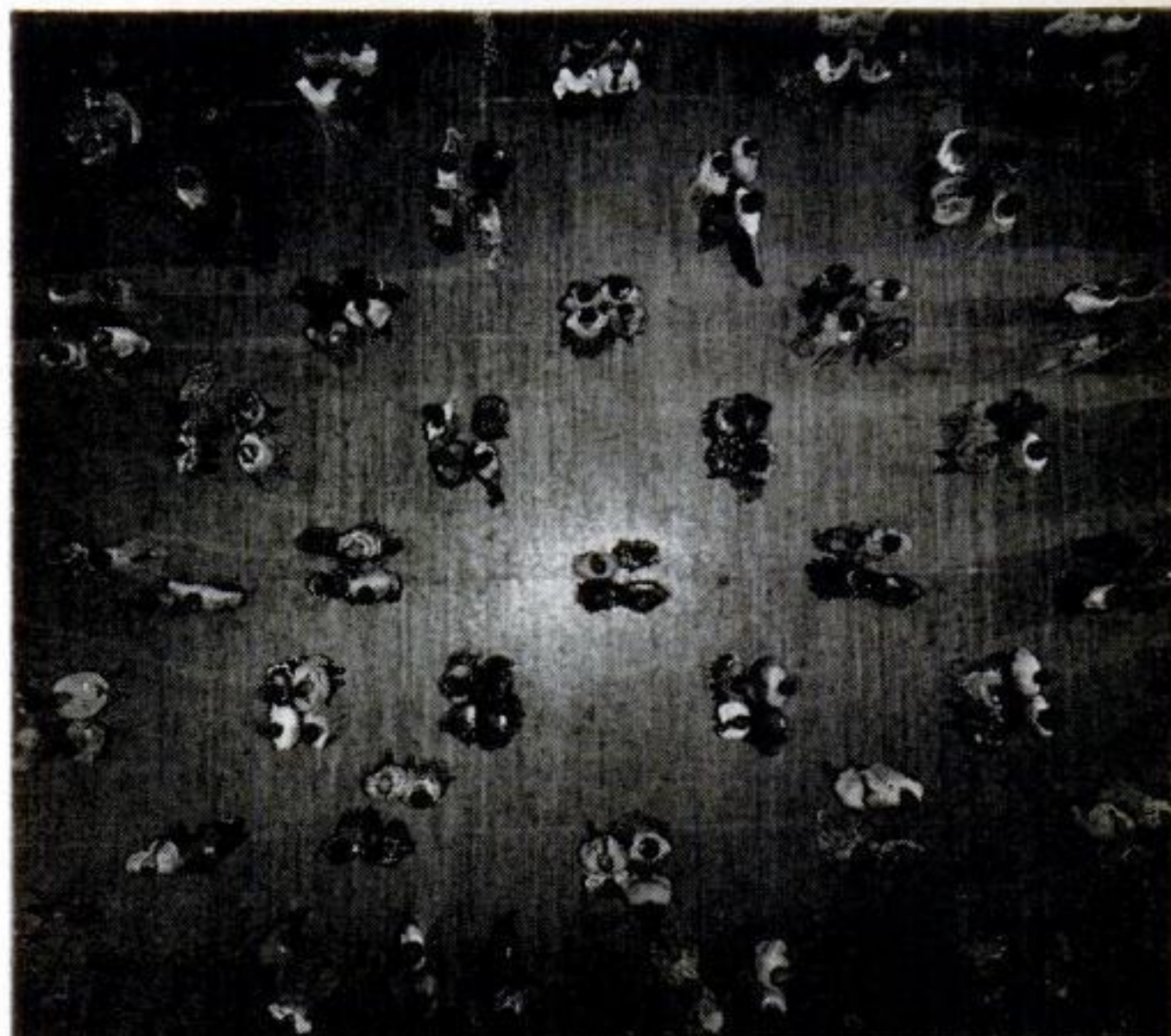
at an unbelievable price

It's got buttons...it's got bows...it's America's number one Spring coat designed by Judy Nell in the season's freshest colors. Your choice of all wool suede or all wool covert with or without contrasting trim. Under \$40

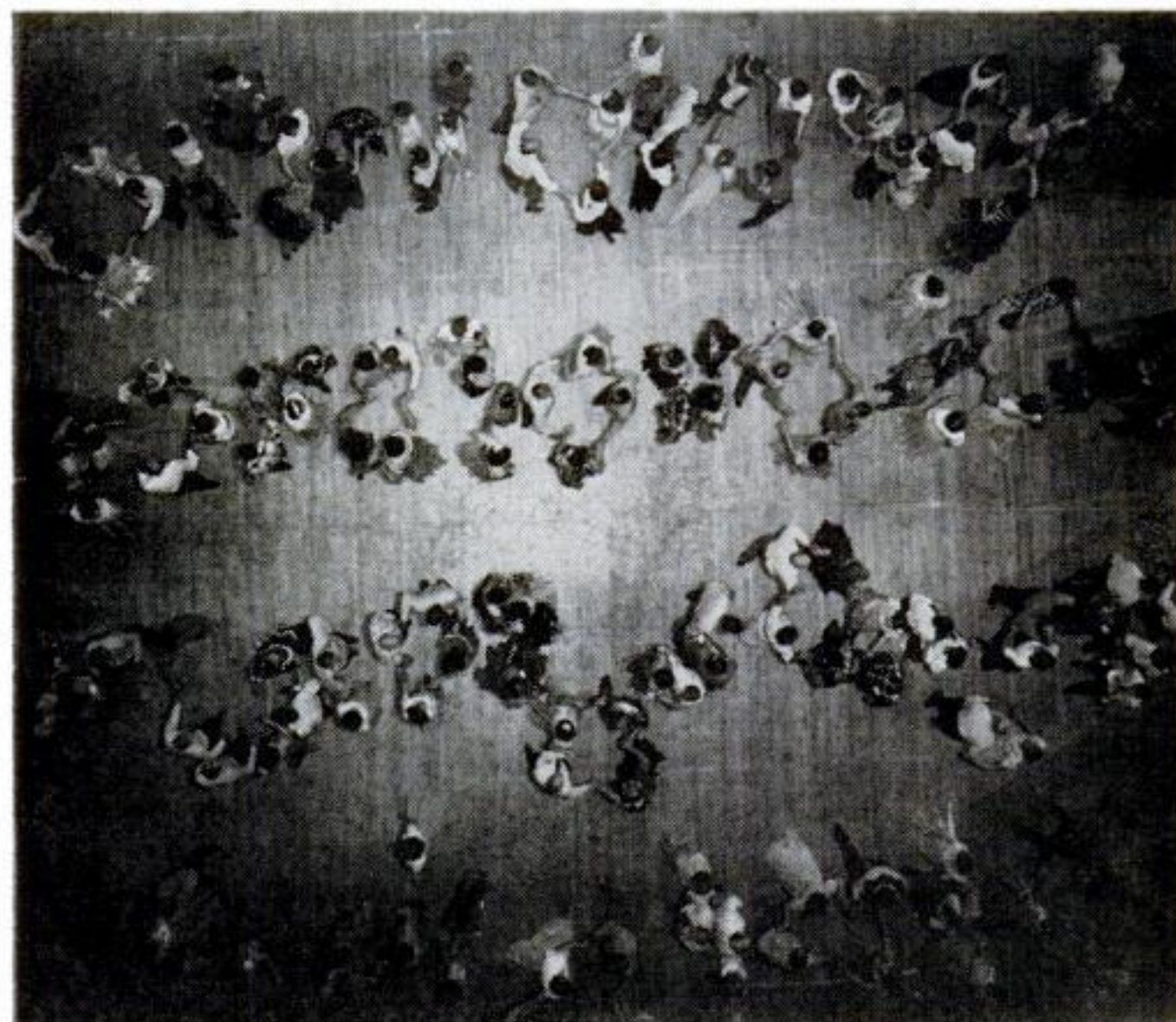
For name of your store, write Department L,
JUDY NELL COATS, 255 WEST 38th STREET, N.Y. 18, N.Y.

Square Dance CONTINUED

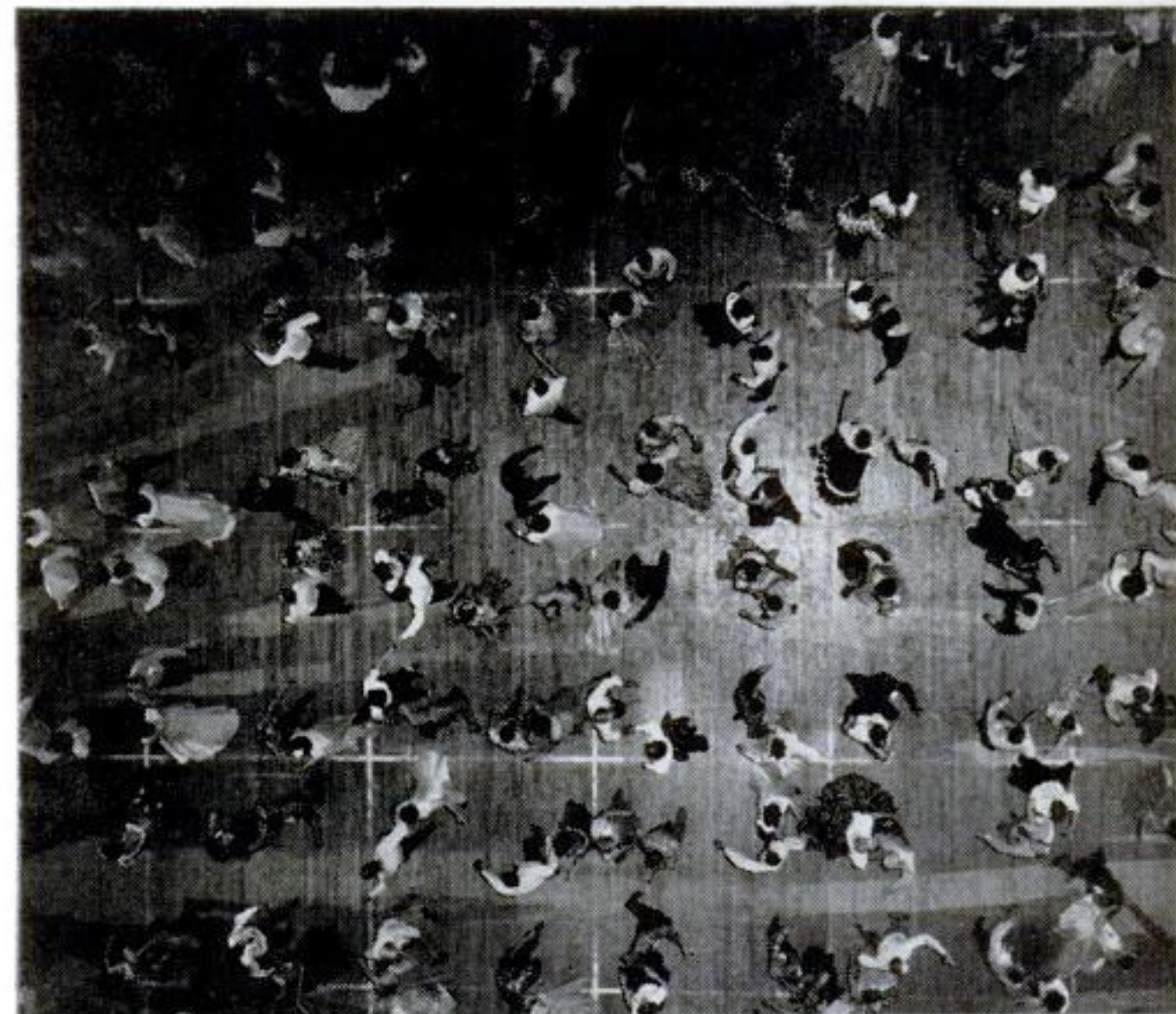
THESE ARE SOME OF THE SETS



"SQUARE YOUR SETS," begins the caller as one couple stands at each side of square, facing couple opposite. Then gentlemen bow to their partners.

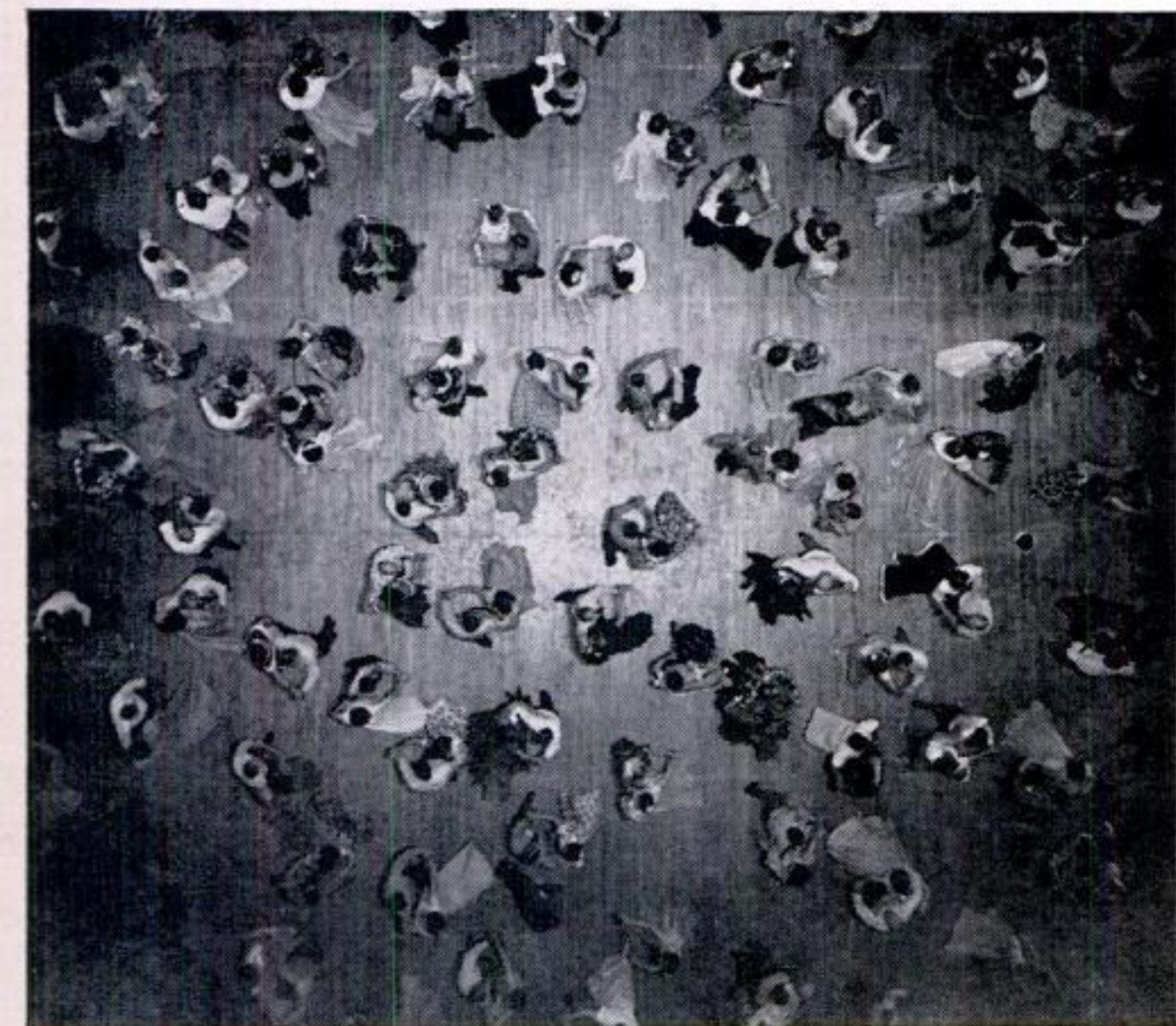


"RING UP FOUR in the middle of the floor" is an order for the two opposite couples to go to the center of the square and join their hands in a ring.



"HEEL AND TOE and away you go now you're doing the doci-do." Doci-do is a square-dance corruption of the French phrase meaning back to back.

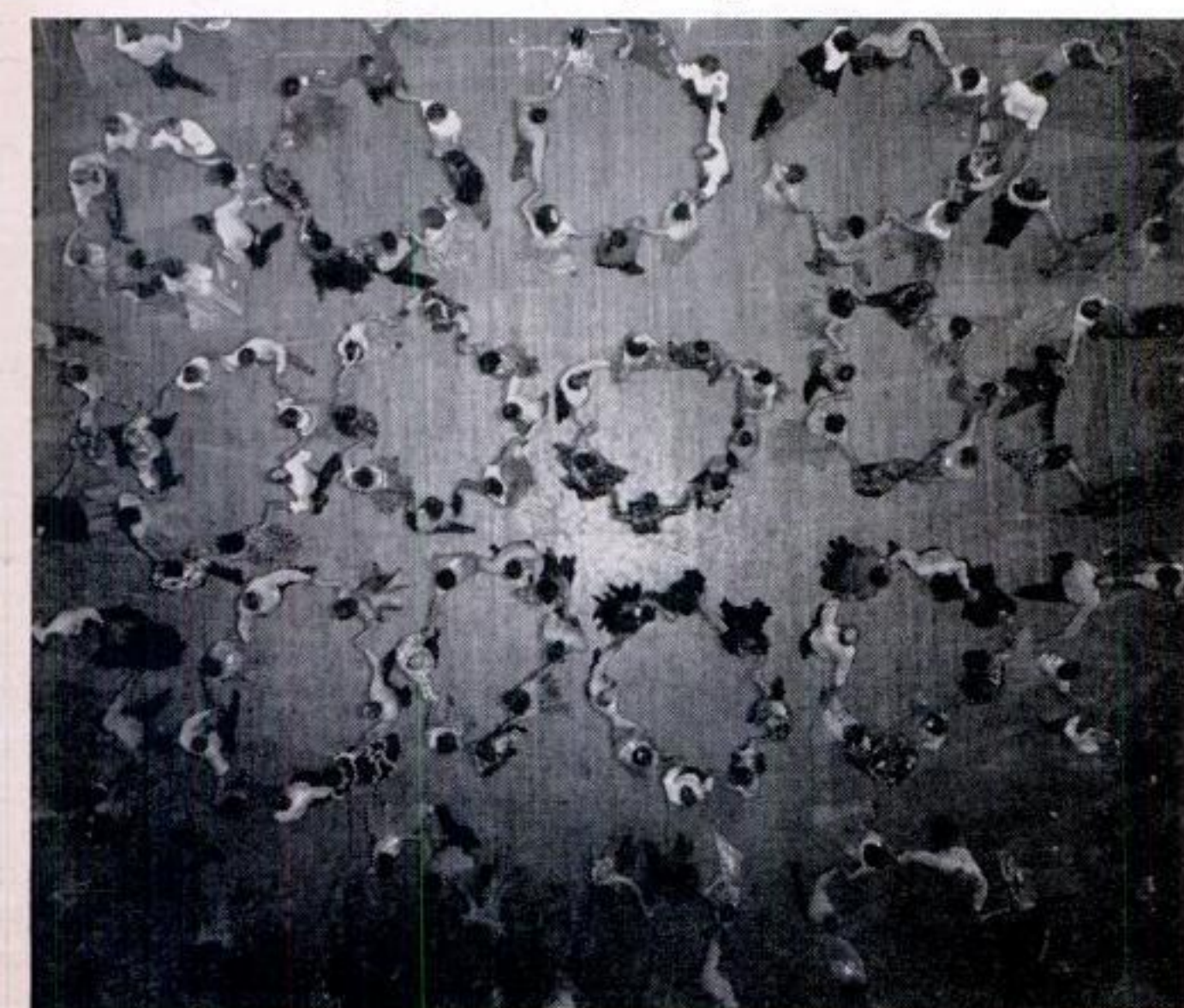
USED BY THE OKLAHOMA DANCERS



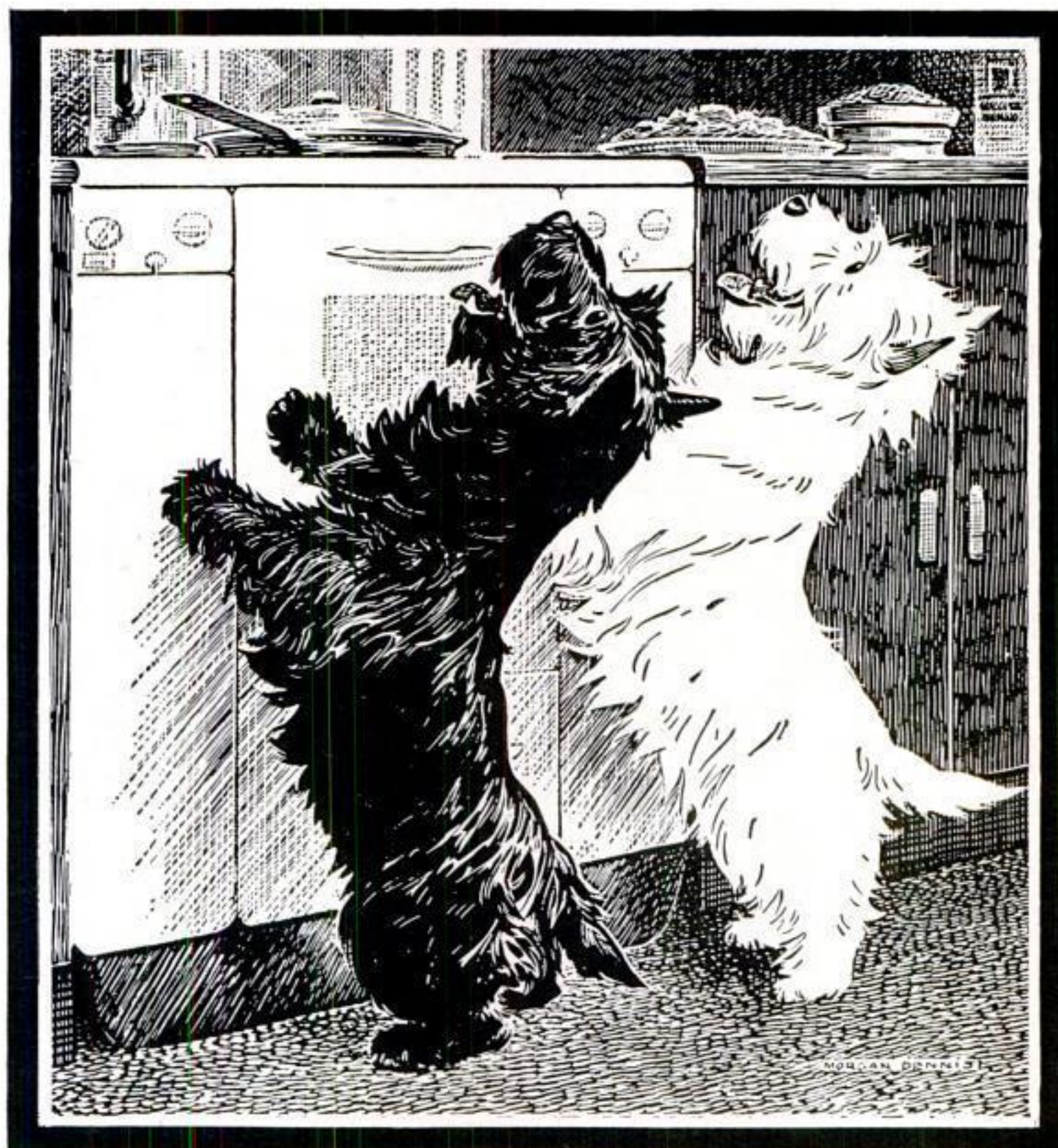
"SWING YOUR PARTNER like swinging on a gate," says the caller, and each dancer takes the lady on his right and swings her around in a tight circle.



"BALANCE FOUR IN LINE" requires two couples to join hands and form a line in the center of square, where they swing back and forth for a moment.



"CIRCLE EIGHT and spread out wide, slide around the old cowhide" means that dancers in each square join hands, circle first to the left, then to the right.



— "WHAT'S COOKING,
WHITEY?"



"IT MUST BE GOOD, —
BLACKIE, BECAUSE
THESE PEOPLE
ALWAYS SERVE
BLACK & WHITE"



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



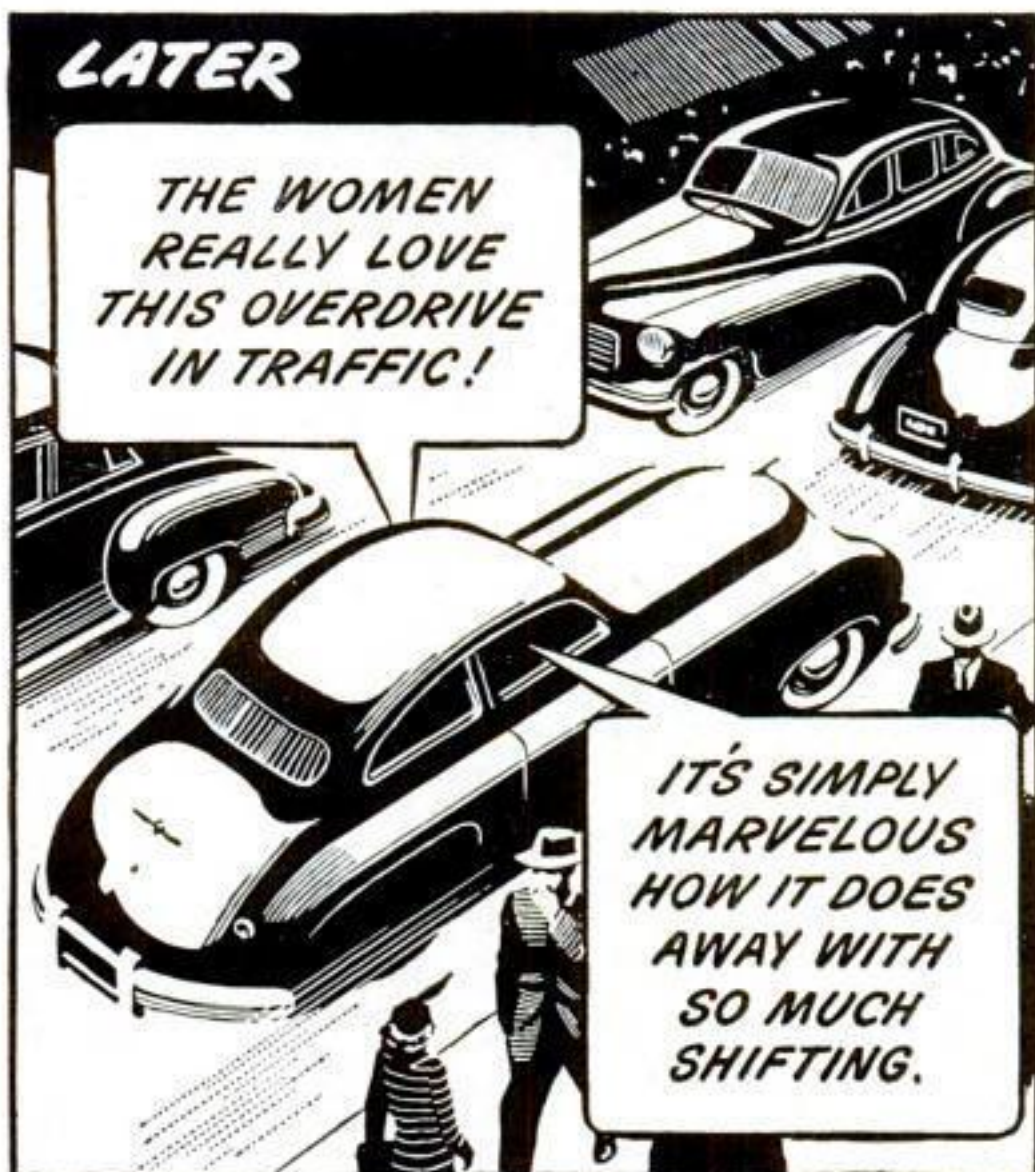
**You'll save money with
B-W OVERDRIVE
on your new car!**

**HERE'S THE NUMBER-ONE FACT ABOUT
OVERDRIVE. BUT LET'S TAKE A RIDE.
I'LL SHOW YOU HOW IT PAYS OFF.**



Lets engines stride instead of scurry
With overdrive the engine runs 30% slower

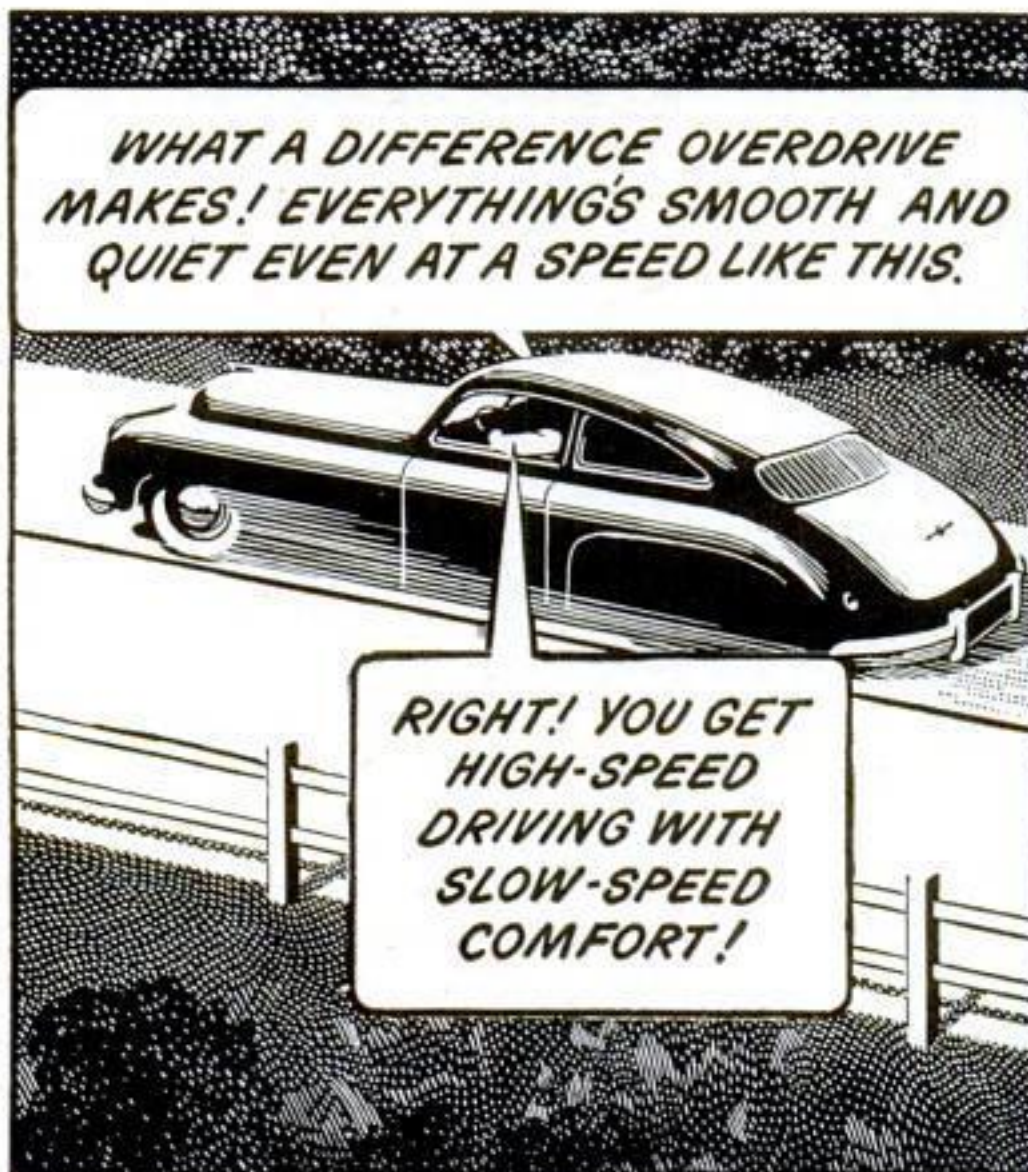
An advance-type transmission, overdrive provides extra gear speeds. As you accelerate, your car automatically shifts into an overdrive gear which cuts down engine revolutions. So, for instance, when you drive 50 miles an hour your engine ambles at only 35. That saves gas—gives up to 3 miles "free" in every 10.



**THE WOMEN
REALLY LOVE
THIS OVERDRIVE
IN TRAFFIC!**

**IT'S SIMPLY
MARVELOUS
HOW IT DOES
AWAY WITH
SO MUCH
SHIFTING.**

It's all so easy! Get into second. Stay there. When you gain speed, you're automatically shifted into overdrive's faster second. Slow up—regular second again. Save the clutch for full stops.



**WHAT A DIFFERENCE OVERDRIVE
MAKES! EVERYTHING'S SMOOTH AND
QUIET EVEN AT A SPEED LIKE THIS.**

**RIGHT! YOU GET
HIGH-SPEED
DRIVING WITH
SLOW-SPEED
COMFORT!**

Adds extra fun to driving. You're freed from tiring engine roar and vibration. And for passing, there's power aplenty. Push the gas. Instantly—direct drive pickup. Ease up—you're in overdrive.



**JUST CHECK
THE BENEFITS
B-W OVERDRIVE
GIVES YOU!**

- ✓ Boosts gas mileage—up to 30%
- ✓ Cuts fatiguing engine vibrations in half
- ✓ Makes driving more fun—anywhere
- ✓ Delivers full emergency power instantly
- ✓ Saves engine wear and repair
- ✓ Keeps a car young longer
- ✓ Driver's choice "on" and "off" control

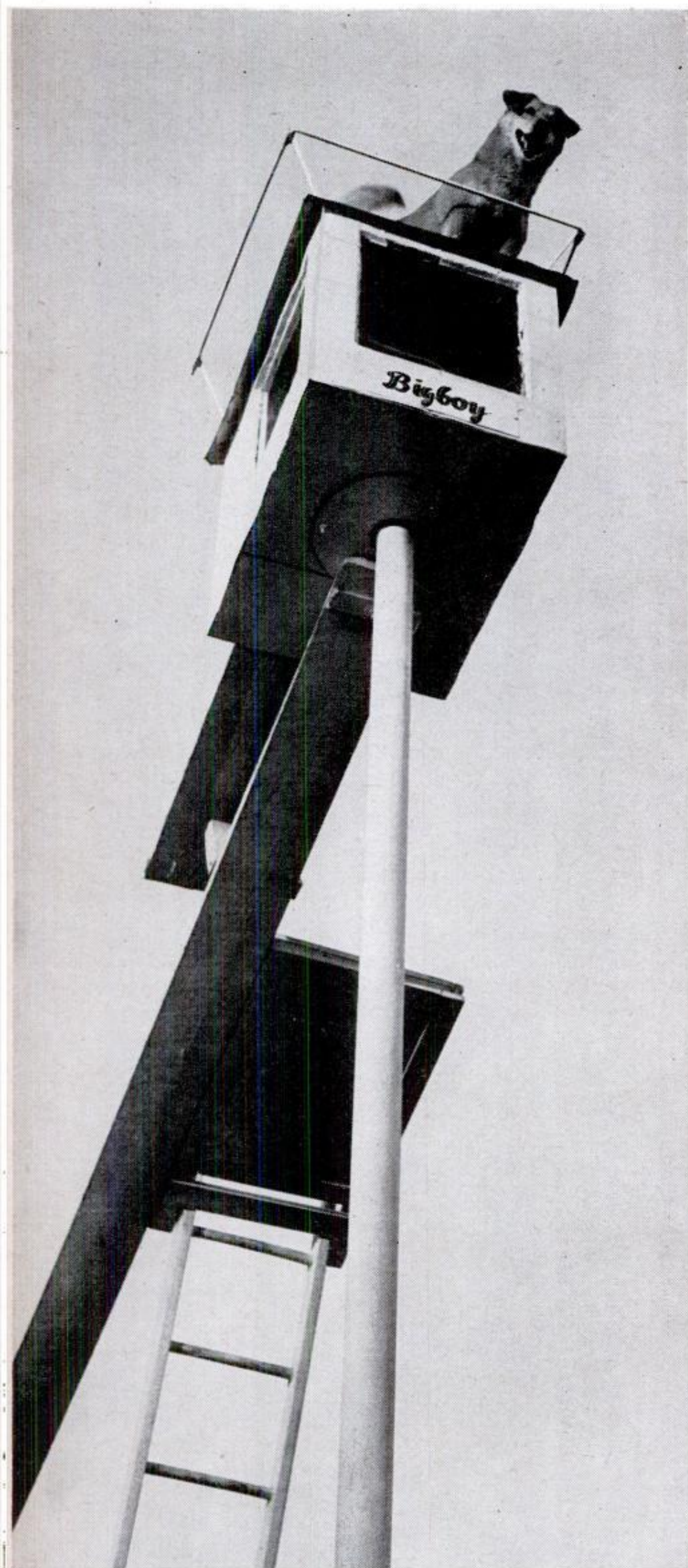
Pays for itself—often in only 20,000 miles, yet costs little more to get than a good car radio. B-W Automatic Overdrive is built for many leading car makers by B-W's Warner Gear Division.



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EVERY DAY FROM THE 185 PRODUCTS MADE BY**

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19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • INGERSOLL UTILITY UNIT • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHLEBLER CARBURETOR • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • NORGE MACHINE PRODUCTS • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • SUPERIOR SHEET STEEL • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.



THE CLIMBING DOG OF GREENSBORO, N.C. SITS ATOP HER HIGH HOUSE

CANINE POLE-SITTER

A dog lives high in the air in Greensboro, N.C.

Three years ago Charles Cooper, a repairman of Greensboro, N.C., forgot to remove a ladder which was propped up beside his barn. That night he found his dog, a mongrel female chow which he had mistakenly named Bigboy, sitting on top of the barn roof. He climbed up and brought the dog down, but she ran right up the ladder again. So Cooper gave in to Bigboy's love of high places and built her a glass doghouse on top of an 18-foot pole. Now Bigboy spends her days happily going up and down from house to ground. She sleeps aloft every night.

CONTINUED ON NEXT PAGE



DR. PEPPER WINNER
2nd annual Calendar Girl
Contest—Gertrude Gilfillan
as seen on 1949 Dr. Pepper
calendar now on display

New **CONTEST**

NOW TO PICK WINNERS FOR 1950 EDITION . . .

PARAMOUNT-DR. PEPPER BECKON BEAUTIES — Entries invited now. Winners get a grand all-expense trip to Hollywood; lunch on movie lot; meet the stars; visit nite clubs; pose in gorgeous clothes; etc.

CONTEST RULES AND INSTRUCTIONS; (ASK DEALER FOR ENTRY BLANK)

1. Each photo must be accompanied by official entry blank filled out and signed by a Dr. Pepper dealer as "discoverer" in space allotted on entry blank. Entries not eligible without signature of a Dr. Pepper dealer. 2. Entrants must be aged 15 or over. Professional experience not necessary. Submit snap-shot or other photo; head and bust or full figure views okay. On entry blank, type-write or print plainly in ink, the information: full name, street number, zone, city and state; also correct age, weight and measurements (in inches) of height, bust, waist, hip and ankle. 3. All entries must be in our hands or postmarked on or prior to March 2, 1949. Submit through any Dr. Pepper dealer serviced by a Dr. Pepper routeman; or in person or by mail to nearest Dr. Pepper Bottler; or by mail direct to Dr. Pepper Company, Box 5086, Dallas, Texas. 4. The Talent Department of Paramount Pictures, Hollywood, will pick the winners and their decisions will be final. Four first choices, and one alternate for each (or more if necessary) will be selected. If, for any reason, any first choice selection may prove not eligible, the next succeeding alternate, or alternates for each respective place, will win. 5. Before finally being adjudged a winner, entrant must execute, if requested (jointly with husband if married), a written contract, agreeing to model

for the 1950 Dr. Pepper Calendar and consenting to the use of her name and picture on calendar and in any other publicity or Dr. Pepper advertising, without compensation other than expenses, entertainment and opportunities mentioned herein. If winning entrant is under legal age, such contract must be executed by a duly appointed guardian jointly with the entrant and her parents. All photographs become the property of Dr. Pepper Company and none will be returned. 6. Hollywood trip includes luxurious train or plane travel with incidental expenses paid. During Hollywood stay, girls will be chaperoned by reliable escort service. Famous beauty and fashion salons will groom girls for posing (gowns and accessories for temporary use). All normal expenses paid for hotel, meals, taxis, selected shows, night clubs, etc. Time away not expected to exceed two weeks. Subject, of course, to any event or happening beyond the control of the Dr. Pepper Company. 7. All employees of Dr. Pepper Company, its advertising agency, Dr. Pepper Bottling companies and members of their immediate families are barred. Contest closes March 2, 1949. As soon thereafter as Paramount Talent Department can make its selections and eligibility (under rule 4 above) is established, winners will be notified by mail.

\$2,000 IN PRIZES TO DEALER "DISCOVERERS"

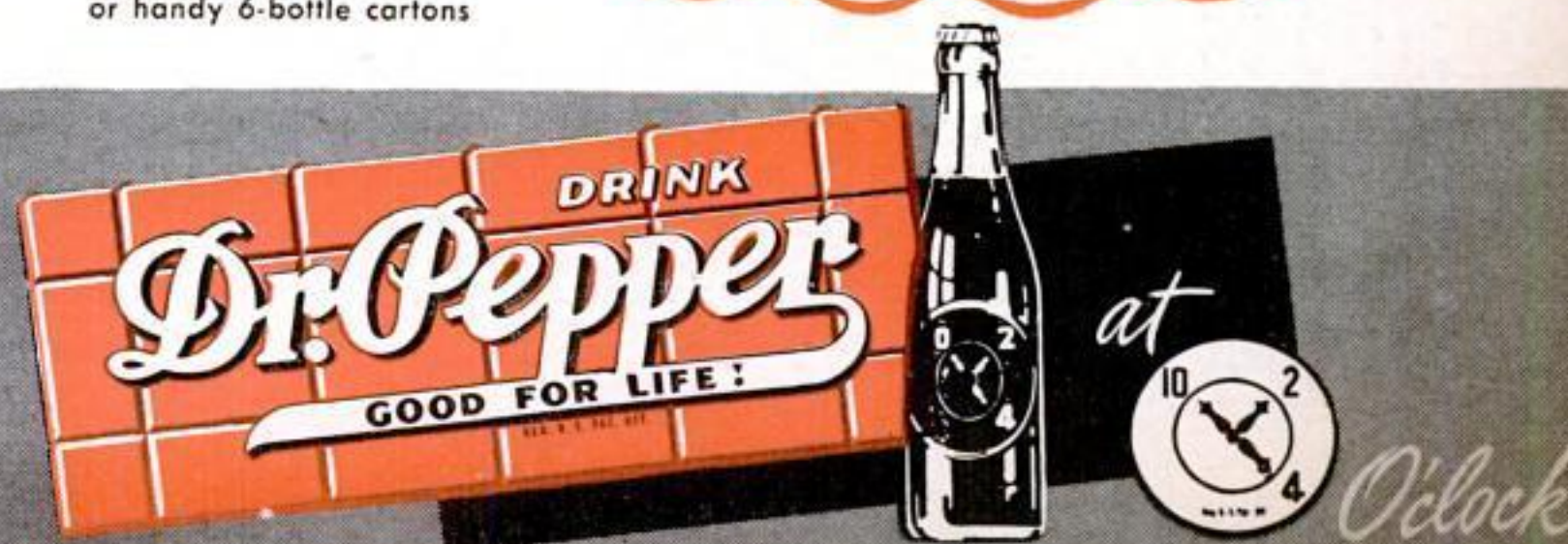
Girl's photos, to be eligible, must have, properly filled out, official entry-blank attached bearing the signature of a Dr. Pepper dealer as "discoverer." Contestant must affirm that no duplicate of such photo is entered or sponsored by the same or any other dealer. Thus, the identical photos of each of the four girls, finally judged as winners, will bear the signatures of four different dealers, identifying each, respectively, as a winning "discoverer." To each such dealer, Dr. Pepper will pay \$500.



Buy by the 24-bottle case
or handy 6-bottle cartons

Take home food, fun and hospitality in one !

THE FAMOUS 10-2-4 O'CLOCK DRINK—The Nation's favorite energy lift when hungry, thirsty or tired. Not a cola; not a copy of any other drink, but an original creation of many good things in one. Dr. Pepper does something for you; and does it jiffy quick. Make Dr. Pepper your steady standby. It's one drink that never tires the taste.



if your heart's set on...



Automatic cooking

Your new Gas range built to "CP" standards cooks complete oven meals by clock control!



Automatic lighting

Top burners, oven, broiler—everything in new Gas ranges... lights without matches!



Split-second speed

Instant high-heat! Instant low-simmer! Only Gas gives exact heats without waiting!



Featherlight cakes

Only air-circulated Gas oven can bake four layers at once with the same even texture!



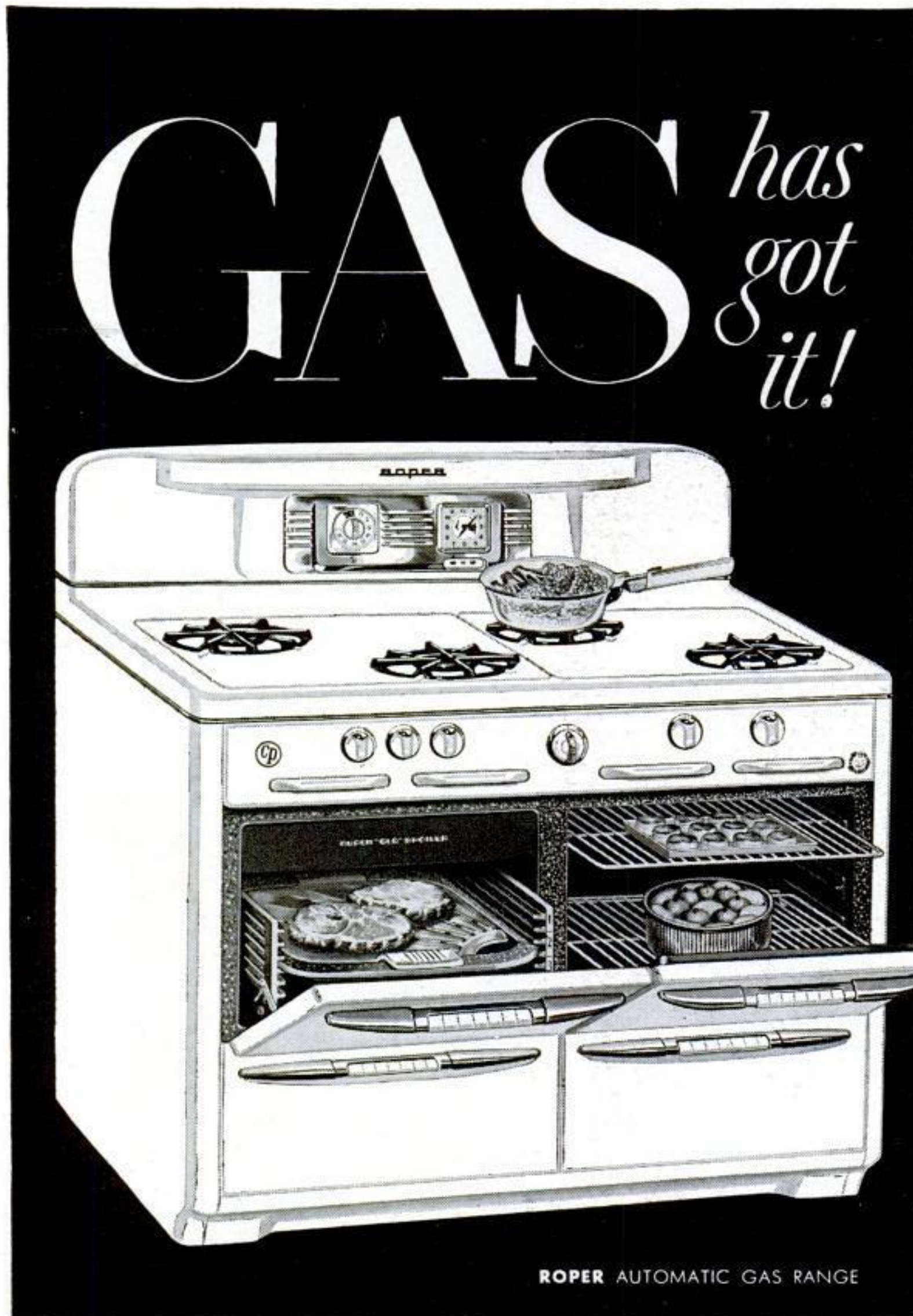
Char-type steaks

Live flame broiling! Gas caters to every choice from rare to "done through"!



Streamlined design

No dirt-catching cracks! Gas burners are non-clog! Gas broilers—smokeless!



ROPER AUTOMATIC GAS RANGE

More women are buying new Gas ranges than all other types combined! This ROPER "CP" Gas range tells you why—as do all other equally fine "makes" built to "CP" standards. Choose the one that fits your family

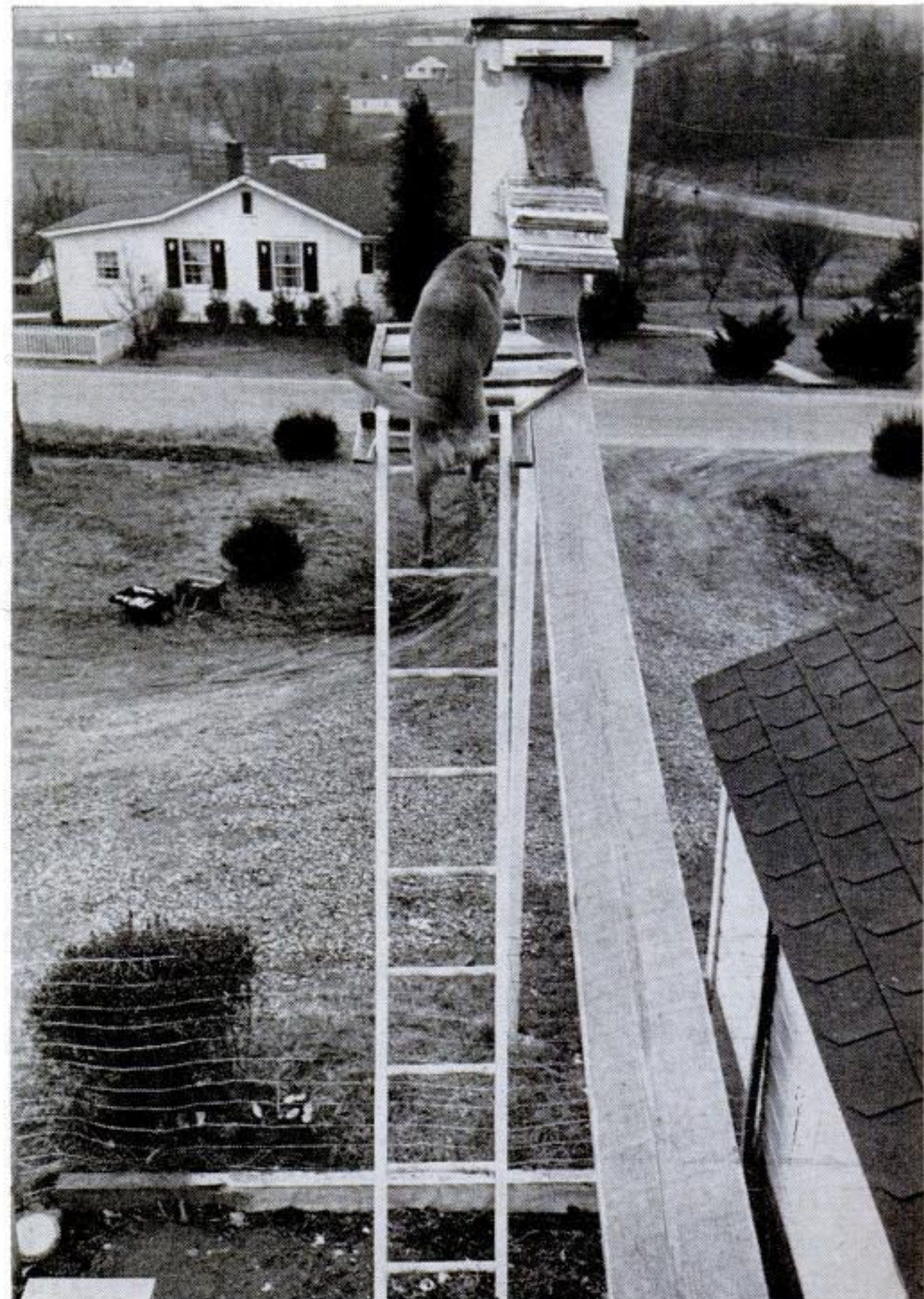
at your Gas company or appliance store. And for the next step in your "New Freedom Gas Kitchen,"* get a silent, trouble-free Servel Gas refrigerator. It's *tops* in food preservation! AMERICAN GAS ASSOCIATION



Pole-Sitting Dog CONTINUED



STARTING TO CLIMB, Bigboy goes paw over paw up an old painter's ladder while her owners, Charles Cooper (right) and family, watch from the ground.



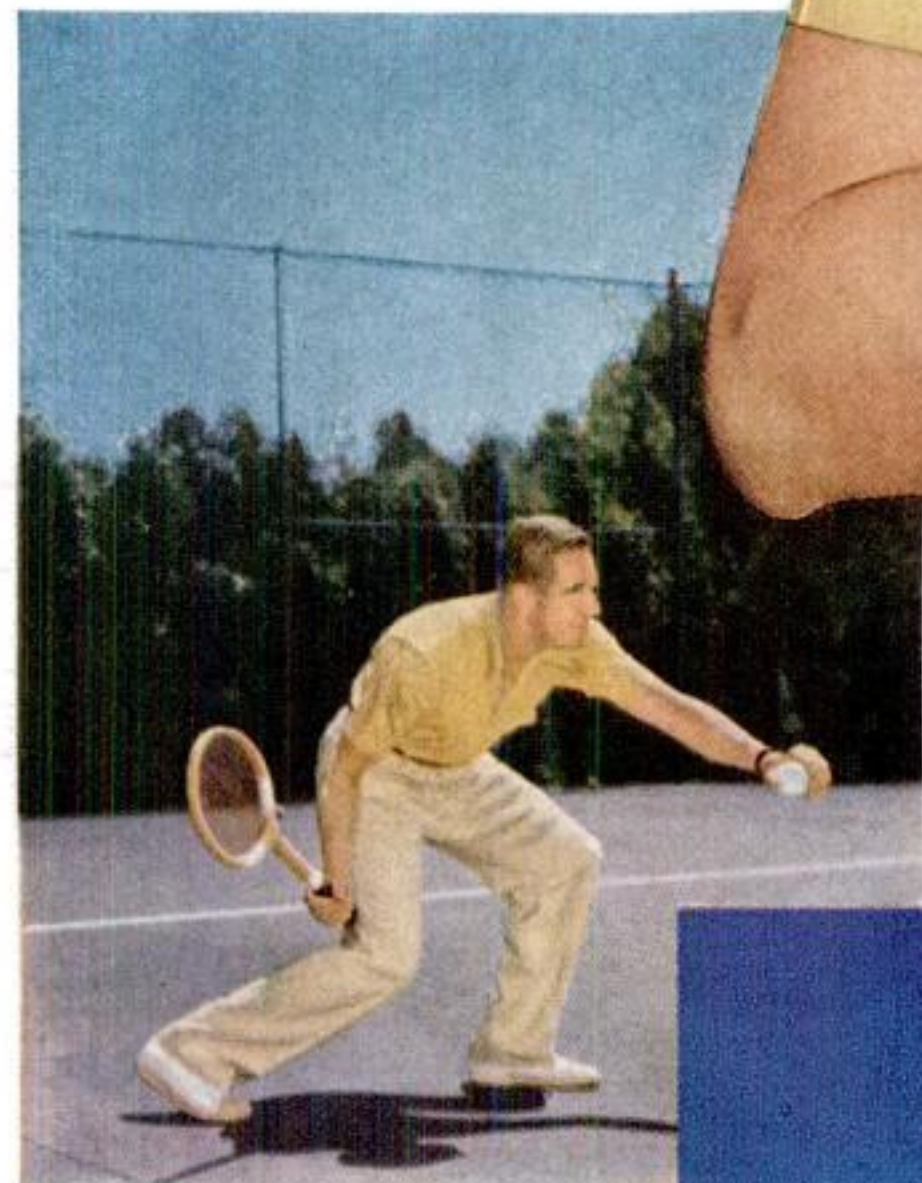
REACHING DOGHOUSE, Bigboy steps off the ladder. To get down, Bigboy uses the long board in foreground because she once fell coming down ladder.

"I lived in Milwaukee
...and I ought to know"

says *Geet Raymond*

Director and Star of "Million Dollar Weekend"
A Masque Production - An Eagle-Lion Release

*"Blatz
is Milwaukee's
Finest Beer"*



"Tennis is my favorite sport. It's competitive, gives me a workout, and whets my thirst for a glass of Blatz ... Milwaukee's finest beer."



"I've been flying ever since 1939...and I can tell you there's nothing finer after landing than Milwaukee's finest...and I do mean Blatz!"



"Personal appearances, years in stock and with road companies, plus my forty-two months with the Army Air Forces, give me the right to say I've been around," says Mr. Raymond. "And nowhere have I tasted finer beer than Blatz. Of all the brewing capital's premium beers, Blatz is Milwaukee's finest. I lived there ... I ought to know."

BLATZ IS MILWAUKEE'S *first* BOTTLED BEER

Blatz
BETTER TASTING BEER
FOR THE 98TH YEAR





Come in
Thirst knows no season
Refreshment . . . real refreshment . . . awaits
5¢

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